

The ABPI – Perceptions of the pharmaceutical industry (HCPs) – 2016

Methodology: ComRes interviewed 250 healthcare professionals in the UK online between November 17th and December 8th 2016. ComRes is a member of the British Polling Council and abides by its rules.

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For information about commissioning research please contact marc.hardwick@comresglobal.com or call +44 (0)20 7871 8660.

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Reputation of the Pharmaceutical Industry Among Healthcare Professionals

D1 Are you...?
Base:All

		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.						Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy
(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89
Male	Count	138	56 (C)	42 (C)	9	30 (C)	1	4	15	50	42	27	4	65	69	138	-	39	39	35	11	8	6	9	29	100 (B)	13	64	61	16	66	56	15	84	41	79	49	
	%	55%	73%	65%	14%	70%	50%	50%	50%	63%	49%	56%	50%	60%	52%	100%	-	52%	67%	51%	42%	62%	60%	50%	43%	61%	45%	59%	54%	47%	53%	62%	76%	55%	52%	71%	54%	55%
Female	Count	112	21	23	54 (A B D)	13	1	4	15	29	43	21	4	44	64	-	112	36	19	33	15	5	4	9	38 (C)	65	16	44	52	18	59	35	4	70	38	4	68	40
	%	45%	27%	35%	86%	30%	50%	50%	50%	37%	51%	44%	50%	40%	48%	-	100%	48%	33%	49%	58%	38%	40%	50%	57%	39%	55%	41%	46%	53%	47%	38%	24%	45%	48%	29%	46%	45%

Reputation of the Pharmaceutical Industry Among Healthcare Professionals

D3 Please state your date of birth (dd/mm/yyyy)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
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Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
Under 25	Count	8	1	4	-	3	-	8	-	-	-	-	8	-	-	4	4	-	1	5	2	-	-	-	3	5	1	3	4	3	2	3	2	5	1	-	5	3																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
	%	3%	1%	6%	-	7%	-	100%	-	-	-	-	100%	-	-	3%	4%	-	2%	7%	8%	-	-	-	4%	3%	3%	3%	4%	9%	2%	3%	12%	3%	1%	-	3%	3%																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
25-34	Count	30	4	14 (A)	4	4	-	-	30	30	-	-	-	-	-	15	15	12	1	12	1	1	5 (C)	4	12	4	13	5	9	16	3	16	11	3	21	6	2	19	4																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
	%	12%	5%	22%	6%	19%	-	-	-	100%	-	-	-	-	-	11%	13%	16%	14%	18%	15%	8%	10%	28%	8%	17%	8%	14%	13%	12%	13%	12%	14%	8%	14%	13%	10%																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
35-44	Count	79	28	17	13	21 (C)	-	-	-	79	-	-	-	79	-	50	29	25	20	18	7	3	6	4	16	59	9	31	39	11	37	31	4	46	29	5	48	26																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
	%	32%	36%	26%	21%	49%	-	-	-	100%	-	-	-	72%	-	36%	26%	33%	34%	26%	27%	23%	60%	22%	24%	36%	31%	29%	35%	31%	32%	30%	34%	24%	30%	37%	36%																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
45-54	Count	85	23	24	29 (D)	8	1	-	-	-	85	-	-	85	-	42	43	24	18	25	11	6	1	8	20	57	10	44	31	11	47	27	5	56	24	4	54	27																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
	%	34%	30%	30%	30%	21%	50%	-	-	-	100%	-	-	100%	-	30%	37%	46%	34%	42%	34%	29%	10%	44%	30%	34%	30%	34%	30%	34%	30%	34%	29%	30%	34%	30%	34%																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
55+	Count	48	21	6	17	3	1	-	-	-	48	-	-	48	-	27	21	14	11	16	2	3	2	1	16	31	4	21	23	6	23	19	3	26	19	3	24	(B)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
	%	19%	27%	9%	27%	7%	50%	-	-	-	100%	-	-	36%	20%	19%	19%	19%	24%	8%	23%		6%	24%	19%	14%	19%	20%	18%	18%	21%	18%	17%	24%	21%	14%	27%																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						



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D3 Please state your date of birth (dd/mm/yyyy)																																										
Base: All																																										
	Count	Total	S1 Please select your role:								D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy				
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)				
Total	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89						
Under 25	3	1	4	-	3	-	8	-	-	-	8	-	-	4	4	-	1	5	2	-	-	-	3	5	1	3	4	3	2	3	2	5	1	-	5	3						
	%	3%	1%	6%	-	7%	-	100%	-	-	100%	-	-	3%	4%	-	2%	7%	8%	-	-	-	4%	3%	3%	4%	9%	2%	3%	12%	3%	1%	-	3%	3%							
25-44	109	32	31	17	29 (A C)	-	30	79	-	-	-	109	-	65	44	37	28	22	11	4	7	9	28	72	14	40	55	14	53	42	7	67	35	7	67	35						
	%	44%	42%	48%	27%	67%	-	100%	100%	-	-	100%	-	47%	39%	49%	48%	32%	42%	31%	70%	50%	42%	44%	48%	37%	49%	41%	42%	46%	41%	44%	44%	50%	46%	39%						
44+	133	44 (D)	30	46 (B D)	11	2	-	-	-	85	48	-	-	133	64	38	29	41	13	9	3	9	36	88	14	65	54	17	70	46	8	82	43	7	75	51						
	%	53%	57%	46%	73%	26%	100%	-	-	100%	100%	-	-	100%	50%	57%	51%	50%	60%	50%	30%	50%	54%	53%	48%	60%	48%	50%	56%	51%	47%	53%	54%	50%	46%	50%	57%					



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

D2 Please indicate the SHA/country where your practice/hospital is located.

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.								Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy		
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)		
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89	
South East	Count	33	14	7	8	3	1	-	3	11	13	6	-	14	19	14	19	33	-	-	-	-	-	1	12	20	4	16	13	4	16	13	2	24	7	1	24	8	
	%	13%	18%	11%	13%	7%	50%	-	10%	14%	15%	13%	-	13%	14%	10%	17%	44%	-	-	-	-	-	6%	18%	12%	14%	15%	12%	12%	13%	14%	12%	16%	9%	12%	16%	9%	
South West	Count	18	5	6	6	1	-	1	3	3	9	2	1	6	11	8	10	-	-	-	18	-	-	2	2	14	4	10	4	4	9	5	1	13	4	-	12	6	
	%	7%	6%	9%	10%	2%	-	13%	10%	4%	11%	4%	13%	6%	8%	6%	9%	-	-	-	69%	-	-	11%	3%	8%	14%	9%	4%	12%	7%	5%	6%	8%	5%	-	8%	7%	
London	Count	42	17 (B)	4	8	13 (B)	-	-	9	14	11	8	-	23	19	25	17	42	-	-	-	-	-	3	10	29	4	21	17	5	22	15	2	23	17	3	22	17	
	%	17%	22%	6%	13%	30%	-	-	30%	18%	13%	17%	-	21%	14%	18%	15%	56%	-	-	-	-	-	17%	15%	18%	14%	19%	15%	16%	12%	15%	22%	21%	15%	19%			
East Midlands	Count	19	5	3	6	5	-	1	3	6	7	2	1	9	7	12	7	-	19	-	-	-	-	1	3	15	3	5	11	3	7	9	2	13	4	-	13	4	
	%	8%	6%	5%	10%	12%	-	13%	10%	8%	8%	4%	13%	8%	7%	9%	6%	-	33%	-	-	-	-	6%	4%	9%	10%	5%	10%	9%	6%	10%	12%	8%	5%	14%	9%	4%	
West Midlands	Count	21	1	13 (A)	5	2	-	-	5	7	5	4	-	12	9	13	8	-	21	-	-	-	-	3	7	11	2	11	8	3	11	7	-	12	9	-	11	10	
	%	8%	1%	20%	8%	5%	-	-	17%	9%	6%	8%	-	11%	7%	9%	7%	-	36%	-	-	-	-	17%	10%	7%	7%	10%	7%	9%	9%	8%	-	8%	11%	-	7%	11%	
East of England	Count	18	9	5	5	3	-	-	7	6	5	-	7	11	14 (B)	4	-	18	-	-	-	-	-	2	3	13	1	7	10	3	10	5	3	8	7	1	8	9	
	%	7%	12%	8%	3%	5%	-	-	9%	7%	10%	-	6%	8%	10%	4%	-	31%	-	-	-	-	-	11%	4%	8%	3%	6%	9%	8%	5%	18%	5%	9%	7%	5%	10%		
North East	Count	9	1	5	2	1	-	1	-	3	4	1	1	3	5	5	4	-	9	-	-	-	-	-	7 (C)	2	2	4	3	2	5	2	-	5	4	1	4	4	
	%	4%	1%	8%	3%	2%	-	13%	-	4%	5%	2%	13%	4%	4%	4%	-	13%	-	-	-	-	-	-	10%	1%	7%	4%	3%	6%	4%	2%	-	3%	5%	7%	3%	4%	
North West	Count	35	10	7	10	7	1	2	4	10	10	9	2	14	19	18	17	-	35	-	-	-	-	2	12	21	6	10	19	6	14	15	2	19	14	2	20	13	
	%	14%	13%	11%	16%	16%	50%	25%	13%	13%	12%	19%	25%	13%	14%	13%	15%	-	-	51%	-	-	-	11%	18%	13%	21%	9%	17%	18%	11%	16%	12%	18%	14%	14%	15%		
Yorkshire & Humberside	Count	24	4	7	10	3	-	2	-	5	11	6	2	5	17	12	12	-	16	-	24	-	-	1	7	16	2	9	13	2	14	8	1	16	7	2	14	8	
	%	10%	5%	11%	16%	7%	-	25%	-	6%	13%	13%	25%	9%	13%	9%	11%	-	35%	-	-	-	-	6%	10%	10%	7%	8%	12%	6%	11%	9%	6%	10%	9%	14%	10%	9%	
Wales	Count	8	2	1	1	1	-	1	4	2	1	5	2	3	5	-	5	-	-	8	-	-	-	1	1	6	1	1	6	1	4	3	2	1	4	3	4	3	
	%	3%	3%	2%	6%	2%	-	13%	3%	5%	2%	-	13%	5%	2%	2%	4%	-	-	31%	-	-	-	6%	1%	4%	3%	1%	5%	3%	3%	12%	3%	3%	7%	3%	3%		
Scotland	Count	13	4	2	3	4	-	-	1	3	6	3	-	4	9	8	5	-	-	-	-	13	-	2	1	10	-	8	5	1	7	5	2	9	2	1	8	4	
	%	5%	5%	3%	6%	9%	-	-	3%	4%	7%	6%	-	4%	7%	6%	4%	-	-	-	-	100%	-	11%	6%	-	7%	4%	3%	6%	5%	12%	6%	3%	7%	5%	4%		
Northern Ireland	Count	10	5	2	2	1	-	-	1	6	1	2	-	7	3	6	4	-	-	-	-	-	10	-	8	2	-	6	4	-	6	4	-	7	-	7	3	3	
	%	4%	6%	3%	3%	2%	-	-	3%	8%	1%	4%	-	6%	2%	4%	4%	-	-	-	-	-	-	-	3%	5%	-	6%	4%	-	5%	4%	-	5%	3%	-	5%	3%	



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

S1 Please select your role: Base: All																																														
		Total	S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located:							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy								
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)								
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89								
GP	Count	77	77	-	-	-	-	1	4	28	23	21	1	32	44	56 (B)	21	31	15	15	7	4	5	8	17	52	12	38	27	14	35	28	6	52	19	4	52	21								
	%	31%	100%	-	-	-	-	13%	13%	35%	27%	44%	13%	29%	33%	41%	19%	41%	26%	22%	27%	31%	50%	44%	25%	32%	41%	35%	24%	41%	28%	31%	35%	34%	24%	29%	35%	24%								
Hospital / secondary care doctor	Count	65	-	65	-	-	-	4	17	24	6	4	31	30	42	23	11	21	19	10	2	2	6	20	39	5	31	29	6	37	22	5	43	17	3	39	23									
	%	26%	-	100%	-	-	-	50%	47%	22%	28%	13%	50%	28%	23%	30%	21%	15%	36%	28%	38%	15%	20%	33%	30%	24%	17%	29%	26%	18%	30%	24%	29%	28%	22%	21%	27%	26%								
Nurse	Count	63	-	-	63	-	-	-	4	13	29	17	-	17	46 (B)	9	54 (A)	16	13	22	7	3	2	2	26 (C)	35	8	25	30	11	34	18	3	39	21	3	37	23								
	%	25%	-	-	100%	-	-	-	13%	16%	34%	35%	-	16%	35%	7%	48%	21%	22%	32%	27%	23%	20%	11%	39%	21%	28%	23%	27%	32%	27%	20%	18%	25%	27%	21%	25%	26%								
Pharmacist	Count	43	-	-	-	43	-	3	8	21 (D E)	8	3	3 (C)	29 (C)	11	30 (B)	13	16	9	11	2	4	1	2	3	38 (B)	4	13	26	3	18	22	3	19	27 (B)	4	18	21								
	%	17%	-	-	-	100%	-	38%	27%	27%	6%	6%	38%	27%	8%	22%	12%	21%	16%	16%	8%	31%	10%	11%	4%	23%	14%	12%	23%	9%	14%	24%	18%	12%	27%	23%	12%	24%								
Other (please specify)	Count	2	-	-	-	-	2	-	-	-	1	1	-	2	1	1	1	1	-	1	-	-	-	-	1	1	-	1	1	-	1	1	-	1	1	-	1	1								
	%	1%	-	-	-	-	100%	-	-	-	1%	2%	-	-	2%	1%	1%	1%	-	1%	-	-	-	-	1%	1%	-	1%	1%	-	1%	-	1%	-	1%	-	1%	1%								



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

S1 Please select your role: Other (please specify)

Base: All

		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.						Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy
Total	Count	2	-	-	-	-	2	-	-	-	1	1	-	-	2	1	1	1	-	1	-	-	-	-	1	1	-	1	1	-	1	1	-	1	1	-	1	1
Clinical Specialist - Diabetes	Count	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1
	%	50%	-	-	-	-	50%	-	-	-	100%	-	-	-	50%	-	100%	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100%
Locum GP	Count	1	-	-	-	-	1	-	-	-	-	1	-	-	1	1	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	1
	%	50%	-	-	-	-	50%	-	-	-	-	100%	-	-	50%	100%	-	-	100%	-	-	-	-	-	100%	-	100%	-	100%	-	-	-	-	-	-	-	-	100%

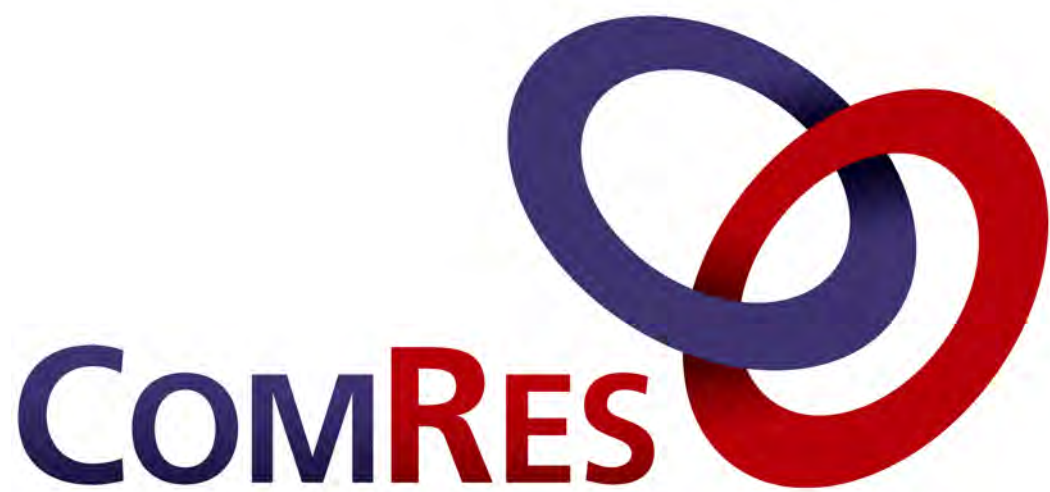


Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q1 How familiar or unfamiliar are you with each of the following industries in the UK? - Pharmaceutical Industry

Base: All

		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		Hospital/secondary Care																																											
		GP (A)	Doctor (B)	Nurse (C)	Pharmacist (D)	Other (E)	Under 25 (A)	25-34 (B)	35-44 (C)	45-54 (D)	55+ (E)	Under 25 (A)	25-44 (B)	44+ (C)	Male (A)	Female (B)	South East (A)	Midlands (B)	North (C)	Wales and South West (D)	Scotland (E)	Northern Ireland (F)	Unfamiliar (A)	Neither (B)	Familiar (C)	Unfavourable (A)	Neither (B)	Favourable (C)	Untrustworthy (A)	Neither (B)	Trustworthy (C)	Unfavourable (A)	Neither (B)	Favourable (C)	Untrustworthy (A)	Neither (B)	Trustworthy (C)								
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89							
	%	100	31	26	25	17	1	3	12	31	33	20	4	43	55	58	48	32	23	28	10	5	5	8	26	64	11	43	45	14	50	32	10	59	10	90	65								
Total	Count	165	52	39	35	38 (B C)	1	5	13	59 (B)	57	31	5	72	88	100 (B)	65	49	39	39	20	10	8	-	-	165	9	65 (A)	91 (A B)	17	74	11	95	59	10	90	65								
	%	66%	68%	60%	56%	88%	50%	63%	43%	75%	67%	60%	63%	66%	72%	59%	58%	67%	67%	57%	77%	77%	80%	-	-	100%	31%	60%	81%	50%	59%	62%	75%	71%	61%	73%									
Neither	Count	67	17	20 (D)	26 (D)	3	1	3	12	16	20	16	3	28	36	29	38 (A)	22	13	26	3	1	2	-	67	-	16 (B C)	32	19	14 (C)	38	15	4	46	17	2	46	19							
	%	27%	22%	31%	41%	7%	50%	38%	40%	20%	24%	33%	38%	26%	27%	21%	34%	23%	22%	38%	12%	8%	20%	-	100%	-	55%	30%	17%	41%	30%	16%	24%	30%	22%	14%	31%	21%							
Unfamiliar	Count	18	8	6	2	2	-	-	5	4	8	1	-	9	9	9	4	6	3	3	2	-	18	-	-	4 (C)	11	3	3	13	2	13	3	2	11	5	5								
	%	7%	10%	9%	3%	5%	-	-	17%	5%	9%	2%	-	8%	7%	8%	5%	10%	4%	12%	15%	-	100%	-	-	14%	10%	3%	9%	10%	2%	12%	8%	4%	14%	7%	6%								



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q1 How familiar or unfamiliar are you with each of the following industries in the UK? - Pharmaceutical industry

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI			
		GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy		
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)		
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89	
	Mean	8	8	8	8	9	8	8	8	7	9	8	8	8	8	8	8	8	8	8	8	8	8	3	6	9	7	8	9	8	8	8	9	8	8	9	8	8	9
	Median	9	9	8	8	9	8	9	8	9	8	9	8	9	8	9	8	9	8	9	8	9	9	3	7	9	7	8	9	8	8	9	8	9	8	9	8	9	
Very familiar 10	Count	32	6	7	9	10	-	1	1	13	10	7	1	14	17	18	14	7	7	11	4	2	1	-	-	32	-	10	22 (B)	3	11	18	3	14	15	5 (B)	11	16 (B)	
	%	13%	8%	11%	14%	23%	-	13%	3%	16%	12%	15%	13%	13%	13%	13%	13%	9%	12%	16%	15%	15%	10%	-	-	19%	-	9%	19%	9%	20%	18%	9%	19%	36%	7%	18%		
	Count	38	12	9	7	10	-	1	2	14	13	8	1	16	21	24	14	15	11	7	2	3	2	-	-	38	-	13	25 (B)	2	16	20	3	20	15	-	21	17	
8	Count	59	16%	14%	11%	23%	-	13%	7%	18%	15%	17%	13%	15%	16%	17%	13%	20%	19%	10%	8%	23%	-	-	-	59	6	22	31	9	29	21	4	35	20	2	35	22	
	%	24%	29%	23%	16%	28%	-	38%	20%	29%	19%	23%	38%	27%	20%	32%	13%	20%	28%	18%	35%	23%	40%	-	-	36%	21%	20%	27%	26%	23%	23%	24%	23%	25%	14%	24%	25%	
	Count	36	12	8	9	6	1	-	4	9	18	5	-	13	23	14	22 (A)	12	5	9	5	2	3	-	-	36	3	20	13	3	18	15	1	26	9	3	23	10	
6	Count	14%	16%	12%	14%	14%	50%	-	13%	11%	21%	10%	-	12%	17%	10%	20%	16%	9%	13%	19%	15%	30%	-	-	22%	10%	19%	12%	9%	14%	16%	6%	17%	11%	21%	16%	11%	
	%	6%	11%	12%	14%	14%	50%	-	13%	11%	21%	10%	-	12%	17%	10%	20%	16%	9%	13%	19%	15%	30%	-	-	22%	10%	19%	12%	9%	14%	16%	6%	17%	11%	21%	16%	11%	
	Count	14%	9%	20%	19%	2%	50%	-	27%	11%	15%	8%	-	16%	13%	12%	15%	16%	14%	16%	4%	8%	10%	-	51%	-	31%	17%	6%	18%	17%	8%	12%	14%	13%	7%	16%	10%	
Neither familiar nor unfamiliar 5	Count	27	9	7	11	-	-	3	3	6	6	9	3 (B)	9	15	9	18 (A)	8	4	13	1	-	1	-	27	-	7 (C)	12	8	8 (C)	14	5	2	21	4	1	20	6	
	%	11%	12%	11%	17%	-	-	38%	10%	8%	7%	19%	38%	8%	11%	7%	16%	11%	7%	19%	1	-	10%	-	40%	-	24%	11%	7%	24%	11%	5%	12%	14%	3%	7%	14%	7%	
	Count	6	1	-	3	2	-	-	1	1	3	1	3	1	3	2	4	3	1	2	1	3	-	6	-	-	4	-	3	-	3	-	3	-	3	-	2	4	-
4	Count	6	1	-	3	2	-	-	1	1	3	1	3	1	3	2	4	3	1	2	1	3	-	6	-	-	4	-	3	-	3	-	3	-	3	-	2	4	-
	%	2%	1%	-	5%	5%	-	-	3%	1%	1%	6%	-	2%	3%	2%	3%	2%	3%	4%	-	-	-	9%	-	-	2%	4%	-	2%	3%	-	2%	4%	-	1%	4%	-	
	Count	8	3	4	-	1	-	-	3	1	3	1	4	4	4	4	4	1	3	-	3	-	3	-	8	-	-	2	4	2	5	1	2	4	2	1	5	2	
3	Count	3%	4%	6%	-	2%	-	-	10%	1%	4%	2%	-	4%	3%	3%	4%	1%	5%	-	12%	8%	-	-	44%	-	7%	4%	2%	6%	5%	4%	3%	3%	7%	3%	2%	2%	
	%	5	3	1	1	-	-	-	3	1	3	-	-	2	3	1	3	1	3	1	-	-	-	5	-	-	1	4	-	4	-	5	-	4	1	2	1	2	
	Count	2%	4%	2%	2%	-	-	-	3%	1%	4%	-	-	2%	2%	2%	2%	1%	5%	1%	-	-	-	28%	-	-	3%	4%	-	-	-	4%	-	3%	1%	7%	1%	2%	
2	Count	2	1	-	1	-	-	-	-	1	1	-	-	1	1	1	1	-	2	-	-	-	-	2	-	-	1	-	1	-	1	-	1	-	2	-	-	-	
	%	1%	1%	-	2%	-	-	-	-	1%	1%	-	-	1%	1%	1%	1%	-	3%	-	-	-	-	-	-	3%	-	1%	-	1%	-	1%	-	1%	-	1%	-		
	Count	3	1	1	-	2%	-	-	-	1	1	-	-	2	1	1	3	2	-	1	1	-	3	2	-	-	3	-	1	-	3	2	1	-	2	1	1	1	
1	Count	1%	1%	2%	-	2%	-	-	3%	1%	1%	-	-	2%	1%	1%	2%	3%	-	-	8%	-	17%	-	-	-	-	3%	-	-	2%	-	-	2%	-	-	1%	1%	
	%	1	1	2%	-	2%	-	-	3%	1%	1%	-	-	2%	1%	1%	2%	3%	-	-	8%	-	17%	-	-	-	3%	-	-	2%	-	-	2%	-	-	1%	1%		
	Count	3	1	2%	-	2%	-	-	3%	1%	1%	-	-	2%	1%	1%	2%	3%	-	-	8%	-	17%	-	-	-	3%	-	-	2%	-	-	2%	-	-	1%	1%		
Very unfamiliar 0	Count	1%	1%	2%	-	2%	-	-	3%	1%	1%	-	-	2%	1%	1%	2%	3%	-	-	-	-	-	-	-	-	-	3%	-	-	2%	-	-	2%	-	-	1%	1%	
	%	1	1	2%	-	2%	-	-	3%	1%	1%	-	-	2%	1%	1%	2%	3%	-	-	-	-	-	-	-	-	-	3%	-	-	2%	-	-	2%	-	-	1%	1%	
	Count	3	1	2%	-	2%	-	-	3%	1%	1%	-	-	2%	1%	1%	2%	3%	-	-	-	-	-	-	-	-	-	3%	-	-	2%	-	-	2%	-	-	1%	1%	



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q1 How familiar or unfamiliar are you with each of the following industries in the UK? - Consumer products industry

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		GP (A)	Hospital/Seco ndary Care Doctor (B)	Nurse (C)	Pharmacist (D)	Other (E)	Under 25 (A)	25-34 (B)	35-44 (C)	45-54 (D)	55+ (E)	Under 25 (A)	25-44 (B)	44+ (C)	Male (A)	Female (B)	South East (A)	Midlands (B)	North (C)	Wales and South West (D)	Scotland (E)	Northern Ireland (F)	Unfamiliar (A)	Neither (B)	Familiar (C)	Unfavourable (A)	Neither (B)	Favourable (C)	Untrustworthy (A)	Neither (B)	Trustworthy (C)	Unfavourable (A)	Neither (B)	Favourable (C)	Untrustworthy (A)	Neither (B)	Trustworthy (C)			
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89		
Familiar	Count	68	21	12	12	23 (A B C)	-	3	9	30 (D)	15	11	3	39 (C)	26	42	26	23	17	18	5	3	2	-	5	63 (B)	1	21	46 (A B)	7	22	39 (B)	5	29	34 (B)	4	28	36 (B)		
	%	27%	27%	18%	19%	53%	-	38%	30%	38%	18%	23%	38%	36%	20%	30%	23%	31%	29%	26%	19%	23%	20%	-	7%	38%	3%	19%	41%	21%	18%	43%	29%	19%	43%	29%	19%	40%		
Neither	Count	120	36	31	38 (D)	14	1	4	7	12	33	44	27	4	67	53	29	30	34	7	13	7	2	2	39 (A)	16	58	46	15	69	36	6	83	31	5	77	38			
	%	48%	47%	48%	60%	33%	50%	50%	40%	42%	52%	56%	50%	41%	53%	49%	47%	39%	52%	50%	50%	54%	70%	11%	58%	48%	55%	54%	44%	55%	40%	35%	54%	39%	36%	52%	43%			
Unfamiliar	Count	62	20	22	13	6	1	1	9	16	26	10	1	25	36	29	33	23	11	16	8	3	1	16 (B C)	23 (C)	23	12 (C)	29	21	12	34	16	6	42	14	5	42	15		
	%	25%	26%	34%	21%	14%	50%	13%	30%	20%	31%	21%	13%	23%	27%	21%	29%	31%	19%	24%	31%	23%	10%	89%	34%	14%	41%	27%	19%	35%	27%	18%	35%	27%	18%	36%	29%	17%		



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q1 How familiar or unfamiliar are you with each of the following industries in the UK? - Consumer products industry

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.								Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI				
		GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy				
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)				
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89			
	Mean	6	6	5	6	7	3	7	6	6	6	6	6	6	6	6	6	6	6	6	6	7	2	5	7	4	6	7	5	6	7	5	6	7	5	6	7	5	6		
	Median	6	6	6	6	8	3	7	6	6	6	6	6	6	6	6	6	6	6	6	6	6	7	2	6	7	6	7	6	6	7	6	7	6	7	6	7	6			
Very familiar 10	Count	6	1	1	2	2	-	2 (C D)	-	1	1	2	2 (B C)	1	3	4	2	1	1	3	-	1	-	-	1	5	-	2	4	1	2	3	3	-	3	-	2	4			
	%	2%	1%	2%	3%	5%	-	25%	-	1%	1%	4%	25%	1%	2%	3%	2%	3%	2%	3%	-	8%	-	-	1%	3%	-	2%	4%	3%	2%	3%	-	2%	4%	-	2%	4%			
9	Count	11	2	3	4	2	-	-	5	5	1	-	25%	5	6	-	5	1	2	3	-	-	-	-	11	-	2	9 (B)	1	4	6	-	4	-	5	6	-	5	6		
	%	4%	3%	5%	6%	5%	-	-	6%	6%	2%	-	5%	4%	5%	7%	2%	3%	12%	-	-	-	-	7%	-	2%	8%	3%	3%	7%	-	3%	9%	-	3%	7%	-	3%	7%		
8	Count	29	13	3	4	9 (B)	-	-	5	15 (D)	3	6	-	20 (C)	9	20	9	11	9	6	-	2	1	-	2	27 (B)	-	11	18	3	8	17 (B)	3	12	14	2	12	15	-	12	15
	%	12%	17%	5%	6%	21%	-	-	17%	19%	4%	13%	-	18%	7%	14%	8%	15%	16%	9%	-	15%	10%	-	3%	16%	-	10%	16%	9%	6%	20%	18%	8%	18%	14%	8%	17%	-	14%	17%
7	Count	22	5	5	2	10 (A C)	-	1	4	9	6	2	1	13	8	13	9	6	6	7	-	2	-	1	2	20 (B)	1	6	15	2	8	12	2	10	10	2	9	11	-	9	11
	%	9%	6%	8%	3%	23%	-	13%	13%	11%	7%	4%	13%	6%	9%	8%	8%	10%	10%	8%	-	10%	-	8%	3%	12%	3%	6%	13%	6%	8%	13%	12%	6%	13%	14%	6%	12%	6%		
6	Count	33	13	13%	14%	17%	7%	-	13%	3%	10%	18%	17%	13%	8%	17%	14%	12%	5%	16%	19%	4%	15%	40%	-	10%	16%	7%	16%	12%	14%	12%	14%	12%	14%	7%	14%	12%	-	14%	12%
	%	13%	13%	14%	17%	7%	-	13%	3%	10%	18%	17%	13%	8%	17%	14%	12%	5%	16%	19%	4%	15%	40%	-	10%	16%	7%	16%	12%	14%	12%	14%	12%	14%	7%	14%	12%	-	14%	12%	
Neither familiar nor unfamiliar 5	Count	62	18	14	23	7	-	1	6	17	21	17	1	23	38	29	33	19	16	6	3	2	-	26 (C)	36	11	31	20	8	39 (C)	15	1	46	15	3	42	17	-	42	17	
	%	25%	23%	22%	37%	16%	-	13%	20%	22%	25%	35%	13%	21%	29%	21%	29%	25%	28%	24%	23%	23%	20%	-	39%	22%	38%	23%	18%	24%	31%	16%	6%	30%	19%	21%	29%	19%	-	29%	19%
4	Count	25	8	6	4	4	1	2	5	8	8	2	2	13	10	16	7	6	5	6	2	1	6	2	6	17	3	10	12	3	12	10	2	18	5	1	14	10	-	14	10
	%	10%	10%	12%	6%	9%	50%	25%	17%	10%	9%	4%	25%	12%	8%	13%	6%	8%	9%	10%	7%	23%	15%	10%	11%	9%	10%	9%	11%	9%	10%	11%	12%	12%	6%	7%	10%	7%	10%	11%	
3	Count	12	5	3	3	1	-	1	1	5	3	2	1	6	5	6	6	2	1	4	5 (A B)	-	-	6%	2	9	2	3	7	1	8	3	-	8	4	-	8	4	-	8	4
	%	5%	6%	5%	5%	2%	-	13%	3%	6%	4%	4%	13%	6%	4%	4%	5%	3%	2%	6%	19%	-	-	6%	3%	5%	7%	3%	6%	3%	6%	3%	-	5%	5%	-	5%	4%	-	5%	4%
2	Count	16	6	4	5	1	-	4	4	5	5	2	-	9	7	4	12 (A)	5	5	3	1	1	1	5 (C)	7 (C)	4	1	3	4	11 (C)	1	2	10	4	-	10	4	-	10	4	
	%	6%	8%	6%	6%	8%	2%	-	13%	6%	6%	4%	-	8%	5%	3%	11%	7%	9%	4%	4%	8%	10%	28%	10%	2%	10%	9%	3%	12%	9%	1%	12%	6%	5%	14%	7%	4%	-	7%	4%
1	Count	15	2	11 (A C)	1	1	-	-	-	2	11 (C)	2	-	2	13 (B)	9	6	6	3	4	1	1	-	4 (C)	6	5	-	10	5	1	8	6	2	9	4	-	10	4	-	10	4
	%	6%	3%	17%	2%	2%	-	-	-	3%	13%	4%	-	2%	10%	7%	5%	2%	5%	3%	5%	22%	5%	4%	22%	9%	3%	37%	6%	7%	5%	12%	6%	5%	7%	7%	4%	-	7%	4%	
Very unfamiliar 0	Count	19	7	4	4	3	1	-	4	9	4	2	1	11	10	4	9	10	2	4	1	1	-	6 (C)	8 (C)	5	7 (B C)	6	1	6	4	7	6	2	15	2	14	3	-	14	3
	%	8%	9%	6%	6%	7%	50%	-	13%	5%	8%	8%	-	4%	8%	7%	8%	13%	3%	7%	4%	8%	-	33%	12%	3%	24%	6%	5%	18%	6%	7%	12%	6%	10%	3%	14%	10%	3%	-	10%



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q1 How familiar or unfamiliar are you with each of the following industries in the UK? - Food manufacturing industry

Base: All

		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy								
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	2	113	34	125	91	2	17	154	79	14	147	89					
Familiar	Count	59	16	10	15	16 (B)	-	3	8	23	16	9	3	31	25	33	26	23	14	13	4	3	2	-	6	53 (B)	3	15	41 (A B)	5	25	29	3	27	29 (B)	2	24	33 (B)							
	%	24%	21%	15%	24%	42%	-	38%	27%	29%	19%	23%	31%	28%	19%	24%	23%	31%	24%	19%	15%	23%	20%	-	9%	32%	10%	14%	36%	15%	20%	32%	18%	37%	14%	16%	37%								
Neither	Count	119	39	28	34	16	2	3	12	39	39	26	3	51	65	67	52	29	33	36	11	5	5	1	38 (A)	80 (A)	15	49	18	59	42	7	80	32	6	75	38								
	%	48%	51%	43%	54%	37%	100%	38%	40%	49%	46%	54%	38%	47%	49%	49%	46%	39%	57%	53%	42%	38%	50%	6%	57%	48%	52%	51%	43%	53%	47%	46%	41%	52%	41%	43%	51%	43%							
Unfamiliar	Count	72	22	27	14	9	-	2	10	17	30	13	2	27	43	38	34	23	11	19	8	17 (B C)	23 (C)	32	11	38 (C)	23	11	41	20	7	47	6	48	18	2	20								
	%	29% <td>29%</td> <td>42%</td> <td>22%</td> <td>21%</td> <td>-</td> <td>25%</td> <td>33%</td> <td>22%</td> <td>35%</td> <td>27%</td> <td>25%</td> <td>25%</td> <td>32%</td> <td>28%</td> <td>30%</td> <td>31%</td> <td>19%</td> <td>28%</td> <td>42%</td> <td>38%</td> <td>30%</td> <td>94%</td> <td>34%</td> <td>19%</td> <td>38%</td> <td>35%</td> <td>20%</td> <td>32%</td> <td>33%</td> <td>22%</td> <td>41%</td> <td>31%</td> <td>23%</td> <td>43%</td> <td>33%</td> <td>20%</td>	29%	42%	22%	21%	-	25%	33%	22%	35%	27%	25%	25%	32%	28%	30%	31%	19%	28%	42%	38%	30%	94%	34%	19%	38%	35%	20%	32%	33%	22%	41%	31%	23%	43%	33%	20%							



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Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI				
		GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy			
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)		
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89		
	Mean	6	6	5	6	6	7	7	5	6	5	6	6	6	6	6	6	6	6	5	5	5	6	2	5	6	5	7	7	5	5	6	5	5	6	5	5	6	6	
	Median	6	6	6	6	7	7	7	6	6	6	6	6	6	6	6	6	6	6	6	5	6	2	6	7	6	6	5	6	6	6	6	7	6	6	7	6	6		
Very familiar 10	Count	9	2	1	5	1	-	-	1	1	4	4	-	2	7	3	6	2	1	3	2	1	-	-	1	8	-	3	6	-	5	4	-	3	6	-	2	7	(B)	
	%	4%	3%	2%	8%	2%	-	-	3%	1%	5%	6%	-	2%	5%	2%	5%	3%	2%	4%	8%	2%	-	-	1%	5%	-	3%	5%	-	4%	4%	-	2%	8%	-	1%	8%		
	9	Count	8	3	3	2	1	2	-	2	(D)	4	2	3	4	2	4	4	2	1	2	-	8	-	-	4	8	-	-	8	-	5	3	-	5	3	-	5	2	3
8	Count	17	4	2	6	5	-	1	1	8	4	3	1	9	7	9	8	5	4	6	2	-	-	-	1	16	(B)	1	4	12	2	6	9	1	6	10	(B)	-	3	
	%	7%	5%	3%	10%	12%	-	13%	3%	10%	5%	6%	13%	8%	5%	7%	7%	7%	9%	8%	-	-	-	-	1%	10%	3%	4%	11%	6%	5%	10%	6%	4%	13%	-	3%			
	7	Count	25	7	5	3	10	(C)	-	-	6	10	6	3	-	16	(C)	9	17	8	11	8	2	-	2	-	4	21	2	8	15	3	12	10	2	13	10	2	12	11
6	Count	105	9	8	5	23%	-	-	20%	13%	7%	6%	-	15%	7%	12%	7%	15%	14%	3%	-	15%	20%	6%	13%	7%	7%	13%	10%	8%	13%	11%	10%	8%	13%	14%	8%	12%	8%	
	%	42	3%	3%	4%	2%	5%	25%	1%	11	5%	2%	-	25%	4%	2%	3%	4%	7%	2%	3%	-	-	-	-	-	1	16	(B)	1	4	12	2	6	9	1	6	10	(B)	
	7	Count	75	3%	7%	3%	10%	9%	3%	10%	16%	16%	17%	13%	15%	17%	17%	13%	7%	24%	22%	4%	15%	20%	-	13%	18%	7%	19%	15%	14%	18%	35%	15%	13%	36%	17%	10%	10%	
Neither familiar nor unfamiliar 5	Count	57	16	14	17	9	1	2	7	19	17	12	2	26	29	29	28	18	15	14	7	2	1	1	36	9	26	22	9	32	16	1	41	15	1	39	17	17		
	%	23%	21%	22%	27%	21%	50%	25%	23%	24%	20%	25%	25%	24%	22%	21%	25%	24%	26%	21%	27%	15%	10%	6%	30%	22%	31%	24%	19%	26%	18%	6%	27%	19%	7%	27%	19%	19%		
	4	Count	23	6	5	8	3	-	2	7	6	6	-	9	14	9	6	9	6	7	3	1	2	2	-	9	14	4	9	10	4	9	10	7	16	7	-	11	12	
3	Count	23	9%	9%	8%	13%	7%	-	-	7%	9%	9%	13%	-	8%	11%	10%	8%	8%	7%	10%	12%	8%	-	13%	8%	14%	8%	9%	12%	7%	11%	-	10%	9%	-	7%	13%	-	
	%	9	7%	7%	5	3	2	-	-	2	4	5	6	-	6	11	9	8	4	2	2	2	7	(A B C)	-	2	1	3	13	3	4	10	3	7	1	9	7	2	9	6
	2	Count	17	7	5	7	3	2	-	-	7%	5%	6%	13%	-	8%	7%	7%	5%	3%	5%	3%	5	12	4	7	5	10%	4%	9%	6%	8%	6%	8%	6%	9%	14%	6%	7%	
1	Count	16	5	5	2	4	-	2	3	8	1	2	3	9	12	4	7	5	3	1	3	-	1	3	5	12	(C)	3	7	12	(C)	3	2	10	4	2	9	5		
	%	6%	6%	8%	3%	9%	-	25%	7%	4%	9%	2%	25%	5%	7%	9%	4%	9%	-	7%	4%	23%	-	6%	10%	5%	3%	11%	3%	6%	7%	5%	12%	6%	5%	14%	6%	6%		
	20	Count	20	1	15	(A C D)	3	1	-	-	2	6	10	2	-	8	12	7	13	4	6	6	3	1	-	7	(B C)	6	7	4	11	5	4	12	4	1	14	5	1	16
Very unfamiliar 0	Count	19	9	2	23%	5%	2%	4%	-	7%	8%	12%	4%	-	9%	5%	12%	5%	10%	9%	12%	1	-	39%	9%	4%	14%	10%	4%	12%	10%	4%	6%	9%	6%	7%	11%	3%	11%	
	%	8%	12%	3%	10%	5%	8%	-	-	13%	5%	8%	8%	-	7%	8%	7%	8%	11%	5%	9%	-	8%	10%	44%	10%	2%	10%	10%	4%	6%	10%	4%	18%	9%	3%	7%	10%	4%	

Reputation of the Pharmaceutical Industry Among Healthcare Professionals

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Base: All																																								
	Count	Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.						Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy		
(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)					
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89		
Familiar	Count	79	31 (C)	16	11	21 (C)	-	2	9	27	24	17	2	36	42	52 (B)	27	31	19	16	7	4	2	2	6	71 (A & B)	4	27	48 (A & B)	10	27	42 (B)	7	41	31	5	36	38 (B)		
	%	32%	40%	25%	17%	49%	-	25%	30%	34%	28%	35%	25%	33%	31%	38%	24%	41%	33%	24%	27%	31%	20%	11%	9%	43%	14%	25%	42%	29%	22%	46%	41%	27%	39%	24%	43%			
Neither	Count	108	29	28	37 (D)	13	1	2	14	33	40	19	2	47	59	54	24	28	34	14	4	4	3	35 (A)	70	13	58 (C)	29	13	66 (C)	29	4	73	31	3	73	32			
	%	43%	38%	43%	59%	30%	50%	25%	47%	42%	47%	40%	25%	43%	44%	39%	48%	32%	48%	50%	54%	31%	40%	17%	52%	42%	45%	54%	33%	38%	53%	32%	24%	47%	39%	21%	50%	36%		
Unfamiliar	Count	63	17	21	15	9	1	4	7	19	21	12	4	26	33	32	31	20	11	18	5	5	4	13 (B & C)	26 (C)	24	12	23	28	11	32	20	6	40	17	6	38	19		
	%	25%	22%	32%	24%	21%	50%	50%	23%	24%	25%	25%	50%	24%	25%	23%	28%	27%	19%	26%	19%	38%	40%	72%	39%	15%	41%	21%	25%	32%	26%	22%	35%	26%	22%	43%	26%	21%		



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

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Base: All																																								
		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI			
			GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy		
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)		
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89		
	Mean	6	6	6	6	7	5	5	6	6	6	6	5	6	6	6	6	6	6	6	6	5	3	5	7	5	6	7	6	6	7	6	7	6	7	6	7	6		
	Median	6	7	6	6	7	5	5	7	6	6	7	5	6	6	6	7	6	6	6	6	6	3	5	7	6	7	6	6	7	6	7	6	7	6	7	6	7		
Very familiar 10	Count	8	4	-	3	1	-	1	-	2	2	3	-	1	2	5	3	1	2	4	-	1	-	-	-	-	-	2	6	-	2	6	-	4	4	-	3	5		
	%	3%	5%	-	5%	2%	-	13%	-	3%	2%	6%	-	13%	2%	4%	3%	1%	3%	6%	-	8%	-	-	-	-	5%	-	2%	5%	-	2%	7%	-	3%	5%	-	2%	6%	
9	Count	11	3	2	2	4	-	-	2	4	4	1	-	6	5	6	5	6	2	3	-	-	-	1	-	10	-	2	9	1	4	6	2	4	5	1	5	5		
	%	4%	4%	3%	3%	9%	-	-	7%	5%	5%	2%	-	8%	4%	4%	4%	8%	3%	4%	-	-	-	6%	-	6%	-	2%	8%	3%	7%	12%	3%	6%	7%	3%	6%	7%		
8	Count	28	8	7	4	9	-	1	3	12	6	6	1	15	12	20	8	13	8	2	3	2	-	-	3	25	2	10	16	6	10	12	2	15	11	2	10	16		
	%	11%	10%	11%	6%	21%	-	13%	10%	15%	7%	13%	14%	9%	14%	7%	17%	14%	3%	12%	15%	-	-	4%	15%	7%	9%	14%	18%	8%	13%	12%	10%	14%	14%	7%	18%			
7	Count	32	16	7	2	7	-	-	4	9	12	7	-	13	19	21	11	11	7	7	4	1	2	1	3	28	2	13	17	3	11	18	3	18	11	2	18	12		
	%	13%	21%	11%	3%	16%	-	-	13%	11%	14%	15%	-	12%	14%	10%	15%	12%	10%	15%	8%	2	2	4	1	4%	7%	12%	15%	9%	20%	18%	12%	14%	14%	12%	13%			
6	Count	41	11	10	13	6	1	1	6	11	13	10	1	17	23	26	15	6	13	13	5	2	-	-	14	27	7	20	14	5	24	12	2	27	12	2	27			
	%	16%	14%	15%	21%	14%	50%	13%	20%	14%	15%	21%	13%	16%	17%	19%	13%	8%	22%	19%	15%	20%	-	21%	16%	24%	19%	12%	15%	19%	13%	12%	18%	15%	14%	18%	13%			
Neither familiar nor unfamiliar 5	Count	49	11	13	20	5	-	1	7	15	18	8	1	22	26	20	29	13	12	16	6	1	1	1	18	30	4	28	17	7	33	9	2	33	14	1	34	14		
	%	20%	14%	20%	32%	12%	-	13%	23%	19%	21%	17%	13%	20%	20%	14%	26%	17%	21%	24%	23%	1	10%	6%	27%	18%	14%	26%	15%	21%	26%	10%	12%	21%	18%	7%	23%	16%		
4	Count	18	7	5	4	2	-	-	1	7	9	1	-	8	10	8	10	5	3	5	3	1	2	3	13	2	10	6	1	9	8	13	5	-	12	6	-			
	%	7%	9%	8%	6%	5%	-	-	3%	9%	11%	2%	-	7%	8%	6%	9%	7%	5%	7%	12%	8%	10%	11%	4%	8%	7%	9%	5%	3%	7%	9%	-	8%	6%	-	8%	7%		
3	Count	14	3	5	3	3	-	-	3	4	4	3	-	7	7	7	7	5	2	2	2	2	1	1	6	7	2	4	8	2	7	5	2	7	5	1	7	6		
	%	6%	4%	8%	5%	7%	-	-	10%	5%	5%	6%	-	6%	5%	6%	7%	3%	3%	8%	15%	10%	6%	9%	4%	7%	4%	7%	6%	5%	12%	5%	6%	7%	3%	7%				
2	Count	21	7	7	4	2	1	1	1	9	6	4	1	10	10	10	11	7	4	6	1	2	1	3	9	3	8	10	3	12	6	2	12	7	4	10	7			
	%	8%	9%	11%	6%	5%	50%	13%	3%	11%	7%	8%	13%	9%	8%	7%	10%	9%	7%	9%	4%	15%	10%	17%	13%	5%	10%	7%	9%	10%	7%	12%	8%	9%	29%	7%	8%			
1	Count	11	3	6	1	1	-	2	-	1	7	1	2	1	8	7	4	2	3	4	1	-	1	4	3	4	1	5	5	1	6	4	1	9	1	-	10	1		
	%	4%	4%	9%	2%	2%	-	25%	-	1%	8%	2%	25%	1%	6%	5%	4%	3%	5%	6%	1	-	10%	22%	4%	2%	3%	5%	4%	3%	5%	4%	6%	1%	-	7%	1%			
Very unfamiliar 0	Count	17	4	3	7	3	-	1	3	5	4	4	1	8	3	8	9	6	2	6	1	1	1	5	6	4	6	5	5	7	5	1	12	4	1	11	5			
	%	7%	5%	5%	11%	7%	-	13%	10%	6%	5%	8%	13%	7%	6%	6%	8%	8%	3%	9%	4%	8%	10%	28%	12%	2%	21%	6%	4%	15%	6%	5%	6%	8%	5%	7%	7%	6%		



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

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Base: All																																							
		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	
(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)				
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89	
Familiar	Count	52	18	9	10	15	-	1	8	21	12	10	1	29	22	36 (B)	16	17	16	10	3	4	2	-	1	51 (B)	-	15	37 (B)	4	20	28 (B)	2	27	23	2	22	28 (B)	
	%	21%	23%	14%	16%	36%	-	13%	27%	27%	14%	21%	13%	27%	17%	26%	14%	23%	28%	15%	12%	31%	20%	-	1%	31%	-	14%	33%	12%	16%	31%	12%	18%	29%	14%	15%	31%	
Neither	Count	121	37	30	36	17	1	3	11	40	44	23	3	51	67	63	58	32	26	36	16	5	6	1	37 (A)	83 (A)	17	60 (C)	44	19	63	39	7	84 (C)	30	5	81	35	
	%	48%	48%	46%	57%	40%	50%	38%	37%	51%	52%	48%	38%	47%	50%	46%	52%	43%	45%	53%	62%	38%	60%	6%	55%	50%	59%	56%	39%	56%	50%	43%	41%	55%	38%	36%	55%	39%	
Unfamiliar	Count	77	22	26	17	11	1	4	11	18	29	15	4	29	44	39	38	26	16	22	7	4	2	17 (B C)	29 (C)	31	12	33	32	11	42	24	8	43	26	7	44	26	
	%	31%	29%	40%	27%	26%	50%	50%	37%	23%	34%	31%	50%	27%	33%	28%	34%	35%	28%	32%	27%	31%	20%	94%	43%	19%	41%	31%	28%	32%	34%	26%	47%	28%	33%	50%	30%	29%	



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Base: All																																								
		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI			
			GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy		
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)		
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89		
	Mean	6	6	5	6	6	4	5	5	6	5	6	5	6	5	6	5	5	6	5	6	6	6	2	4	6	4	5	6	5	5	6	5	5	6	5	5	6	6	
	Median	6	6	5	6	6	4	5	5	6	6	6	5	6	6	6	6	6	6	6	6	6	6	1	5	6	5	6	6	5	6	6	5	6	6	5	6	6		
Very familiar 10	Count	6	1	-	4	1	-	-	1	-	2	3	-	1	5	2	4	1	1	2	1	1	-	-	6	-	1	5	-	2	4	-	1	-	-	4	6			
	%	2%	1%	-	6%	2%	-	-	3%	-	2%	6%	-	1%	4%	1%	4%	1%	2%	3%	4%	8%	-	-	-	-	4%	-	1%	4%	-	2%	4%	-	1%	6%	-	7%		
	Count	6	3	-	1	2	-	-	-	5	1	-	-	5	1	4	2	3	1	2	-	-	-	-	-	6	-	-	6	-	2	4	-	2	4	-	3	3		
9	%	2%	4%	-	2%	5%	-	-	-	6%	1%	-	-	5%	1%	3%	2%	4%	2%	3%	-	-	-	-	-	4%	-	-	5%	-	2%	4%	-	1%	5%	-	2%	3%		
	Count	14	4	2	4	4	-	1	-	7	4	2	1	7	6	10	4	4	2	4	2	-	-	-	14	-	6	8	3	5	6	2	7	5	7	6	7			
	%	6%	5%	6%	3%	9%	-	13%	-	9%	5%	4%	13%	6%	5%	7%	4%	5%	7%	3%	8%	15%	-	-	-	-	8%	-	6%	7%	9%	4%	7%	12%	5%	6%	7%			
7	Count	26	10	5	3	8	-	-	-	7	5	5	-	16	10	20	6	9	10	4	-	1	2	-	1	25	8	-	8	18	1	11	14	-	17	9	1	12	13	
	%	10%	13%	8%	5%	19%	-	-	-	23%	11%	6%	10%	-	14%	8%	5%	12%	17%	6%	-	8%	20%	-	5%	15%	-	7%	16%	3%	9%	15%	-	11%	11%	7%	8%	15%		
	Count	34	14	7	8	5	-	2	4	10	11	7	2	14	18	17	17	6	9	11	5	1	2	-	6	28	2	13	3	15	16	2	21	11	7	22	11	22	11	
Neither familiar nor unfamiliar 5	%	14%	18%	11%	13%	12%	-	25%	13%	13%	13%	15%	25%	13%	14%	12%	15%	8%	16%	16%	19%	8%	20%	-	9%	17%	7%	18%	12%	9%	12%	18%	12%	14%	14%	7%	15%	12%		
	Count	66	19	13	25	8	1	1	4	17	29	15	1	21	44	32	34	20	13	18	10	4	1	1	25	40	11	34	21	14	37	15	4	46	16	3	44	19		
	%	26%	25%	20%	40%	30%	50%	13%	13%	22%	34%	31%	13%	19%	33%	23%	30%	27%	22%	26%	38%	31%	10%	6%	24%	37%	10%	38%	31%	19%	41%	16%	30%	20%	30%	21%	30%	21%		
4	Count	21	4	10	3	4	-	-	3	13	4	1	-	16	6	14	7	6	4	7	-	3	14	-	6	15	4	7	10	2	11	8	1	17	3	1	15	5		
	%	8%	5%	15%	5%	9%	-	-	10%	16%	5%	2%	-	15%	4%	10%	6%	8%	7%	10%	4%	-	30%	-	9%	9%	14%	6%	9%	6%	11%	4%	7%	10%	6%	10%	6%			
	Count	20	8	4	5	3	-	2	3	4	5	6	2	7	11	10	10	4	5	7	3	1	-	1	6	13	4	6	10	4	9	7	3	7	10	2	8	10		
3	%	8%	10%	6%	8%	7%	-	25%	10%	5%	6%	13%	25%	6%	8%	7%	9%	5%	9%	10%	12%	8%	-	6%	9%	8%	14%	6%	9%	12%	7%	8%	18%	5%	13%	14%	5%	11%		
	Count	11	3	4	3	1	-	-	2	3	5	1	-	5	6	7	4	6	2	1	1	1	1	6	4	7	4	7	4	1	4	1	7	3	1	7	3			
	%	4%	4%	6%	5%	2%	-	-	5%	4%	6%	2%	-	5%	5%	5%	4%	8%	3%	1%	-	8%	10%	6%	9%	2%	-	6%	4%	-	6%	4%	6%	5%	4%	7%	5%	3%		
2	Count	21	2	14	3	1	1	1	3	4	10	4	-	7	14	7	4	6	3	1	3	1	-	5	8	8	2	10	9	1	14	6	1	14	6	1	16	4		
	%	8%	3%	22%	5%	2%	50%	-	10%	5%	12%	8%	-	6%	11%	5%	13%	9%	7%	9%	12%	8%	-	28%	12%	5%	7%	9%	8%	3%	11%	7%	6%	9%	8%	7%	11%	4%		
	Count	25	9	6	6	6	-	2	3	7	9	4	2	10	13	15	10	9	5	8	1	1	1	10	9	6	10	9	6	12	7	3	15	7	3	13	9	13		
Very unfamiliar 0	%	10%	12%	6%	10%	14%	-	25%	10%	9%	11%	8%	25%	9%	10%	11%	9%	12%	9%	12%	4%	8%	10%	56%	13%	4%	21%	9%	8%	18%	10%	8%	18%	10%	9%	21%	9%	10%		



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q1 How familiar or unfamiliar are you with each of the following industries in the UK? - Tobacco industry																																							
Base: All																																							
	Count	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your year of date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI			
		GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy		
																																						(A)	(B)
Total	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89			
Familiar	Count	46	16	5	11	14 (B)	-	2	5	17	13	9	2	22	22	19	17	11	12	3	2	1	-	2	44 (B)	2	16	28	5	17	24	3	19	24 (B)	1	19	26 (B)		
	%	16%	21%	8%	17%	33%	-	25%	17%	22%	15%	19%	20%	17%	18%	23%	19%	18%	12%	15%	10%	-	3%	27%	7%	15%	14%	18%	12%	14%	26%	18%	12%	30%	7%	13%	29%		
Neither	Count	99	29	22	34	14	-	3	9	34	35	18	3	52	47	25	35	30	24	13	4	3	1	29 (A)	69 (A)	10	44	45	13	55	31	6	29	3	60	36			
	%	40%	38%	34%	54%	33%	-	38%	30%	43%	41%	38%	38%	42%	33%	52%	35%	50%	31%	30%	6%	43%	42%	34%	41%	40%	38%	44%	34%	35%	42%	37%	21%	41%	40%				
Unfamiliar	Count	105	32	38 (C)	18	15	2	3	19	38 (C)	52	18	58	62	59	33	17	32	10	7	6	17 (B C)	36 (C)	52	17	48	40	16	53	36	8	71	26	10 (C)	68 (C)	27			
	%	42%	42%	58%	29%	35%	100%	38%	53%	35%	44%	44%	44%	43%	41%	44%	29%	47%	38%	54%	60%	94%	54%	32%	59%	44%	35%	47%	42%	40%	47%	46%	33%	71%	41%	30%			



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

How familiar or unfamiliar are you with each of the following industries in the UK? - Tobacco industry																																									
Base: All																																									
		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy			
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)			
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89			
	Mean	5	5	4	5	6	1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	2	4	6	4	5	5	5	5	5	6	3	5	6					
	Median	6	5	3	6	6	1	6	4	6	6	5	6	6	5	6	6	5	6	6	5	6	4	3	1	4	6	4	5	6	5	6	3	5	6						
Very familiar 10	Count	7	1	1	3	2	-	1	2	1	1	2	1	3	3	3	4	1	1	4	-	1	-	-	-	7	-	1	6	1	3	3	-	4	-	2	5				
	%	3%	1%	2%	5%	5%	-	13%	7%	1%	1%	4%	13%	3%	2%	2%	4%	1%	2%	6%	-	8%	-	-	-	4%	-	1%	5%	3%	2%	3%	-	2%	5%	-	1%	6%			
9	Count	9	3	2	2	2	-	-	-	4	5	-	-	4	5	6	3	5	2	1	1	-	-	-	-	9	-	2	7	-	4	5	-	4	-	5	4				
	%	4%	4%	3%	3%	5%	-	-	-	5%	6%	-	-	4%	4%	4%	3%	7%	3%	1%	4%	-	-	-	-	9%	-	2%	6%	-	5%	6%	-	3%	6%	-	4%				
8	Count	11	6	-	2	3	-	-	2	4	1	4	-	6	5	6	5	7	2	2	-	-	-	-	-	11	-	4	7	1	2	4	-	4	-	3	8 (B)				
	%	4%	8%	-	3%	7%	-	-	7%	5%	1%	8%	-	6%	4%	4%	5%	9%	3%	3%	-	-	-	-	-	7%	-	4%	6%	3%	2%	9%	-	3%	9%	-	2%	9%			
7	Count	19	6	2	4	7	-	1	1	8	6	3	1	9	9	12	7	4	6	5	2	1	1	-	2	17	2	9	8	3	8	8	3	8	1	9	9				
	%	8%	8%	3%	6%	16%	-	13%	3%	10%	7%	6%	1	8%	7%	9%	6%	5%	10%	7%	8%	10%	-	3%	10%	7%	8%	7%	9%	6%	9%	18%	5%	10%	7%	6%	10%				
6	Count	24	8	6	6	4	-	1	3	8	7	5	1	11	12	17	8	5	7	3	2	1	1	-	3	21	-	13	11	2	13	9	1	14	9	14	9				
	%	10%	10%	9%	10%	9%	-	13%	10%	10%	8%	10%	13%	10%	9%	12%	6%	11%	9%	10%	8%	10%	-	4%	13%	-	12%	10%	6%	10%	10%	6%	9%	11%	7%	10%	10%				
Neither familiar nor unfamiliar 5	Count	57	14	11	23	9	-	1	6	18	24	8	1	24	32	23	34 (A)	14	19	12	9	2	1	1	23 (A)	33	9	24	24	9	33	15	4	40	13	2	38	17			
	%	23%	18%	17%	37%	21%	-	13%	20%	23%	28%	17%	13%	22%	24%	17%	30%	19%	33%	18%	35%	15%	10%	6%	34%	20%	31%	22%	21%	26%	16%	24%	26%	16%	14%	26%	19%				
4	Count	18	7	5	5	1	-	1	1	8	4	5	1	12	8	9	12	6	3	6	5	2	1	-	3	15	1	7	10	2	9	7	1	10	7	8	10				
	%	7%	9%	8%	8%	2%	-	13%	-	10%	5%	10%	13%	7%	9%	5%	4%	10%	7%	8%	10%	-	-	-	-	4%	9%	3%	6%	9%	6%	7%	8%	6%	9%	-	5%	11%			
3	Count	15	6	4	3	2	-	-	3	3	5	4	-	6	9	10	5	5	2	4	2	2	4	-	6	9	3	6	6	2	8	5	1	11	3	1	10	4			
	%	6%	8%	6%	5%	5%	-	-	10%	4%	6%	8%	-	6%	7%	7%	4%	7%	3%	6%	8%	15%	-	-	9%	5%	10%	6%	5%	6%	6%	5%	6%	7%	4%	7%	4%				
2	Count	19	6	8	2	3	-	1	4	5	6	3	1	9	12	7	6	2	7	1	1	2	3	5	11	1	12	6	5	1	16 (C)	2	3	12	4	3 (C)	14	2			
	%	8%	8%	12%	3%	7%	-	13%	13%	6%	7%	6%	13%	8%	7%	9%	6%	8%	3%	10%	4%	8%	20%	17%	7%	3%	11%	5%	3%	13%	2%	18%	8%	5%	21%	10%	2%				
1	Count	23	6	10	2	5	-	-	3	5	11	4	-	8	15	10	13	8	4	5	3	2	1	4	6	13	2	11	10	3	10	10	1	15	7	2	15	6			
	%	9%	8%	15%	3%	12%	-	-	10%	6%	13%	8%	-	7%	11%	7%	12%	11%	7%	12%	15%	10%	3	22%	8%	8%	7%	10%	9%	9%	8%	11%	6%	10%	9%	14%	10%	7%			
Very unfamiliar 0	Count	48	14	16	11	5	2	2	6	15	15	10	2	21	25	27	21	14	9	16	4	2	3	10 (C)	19 (C)	19	11 (C)	19	18	10	19	3	33	12	4	29	15				
	%	19%	18%	25%	17%	12%	100%	25%	20%	19%	18%	21%	25%	19%	19%	20%	19%	19%	16%	24%	15%	15%	30%	56%	28%	12%	38%	18%	16%	29%	15%	21%	18%	21%	15%	29%	20%	17%			

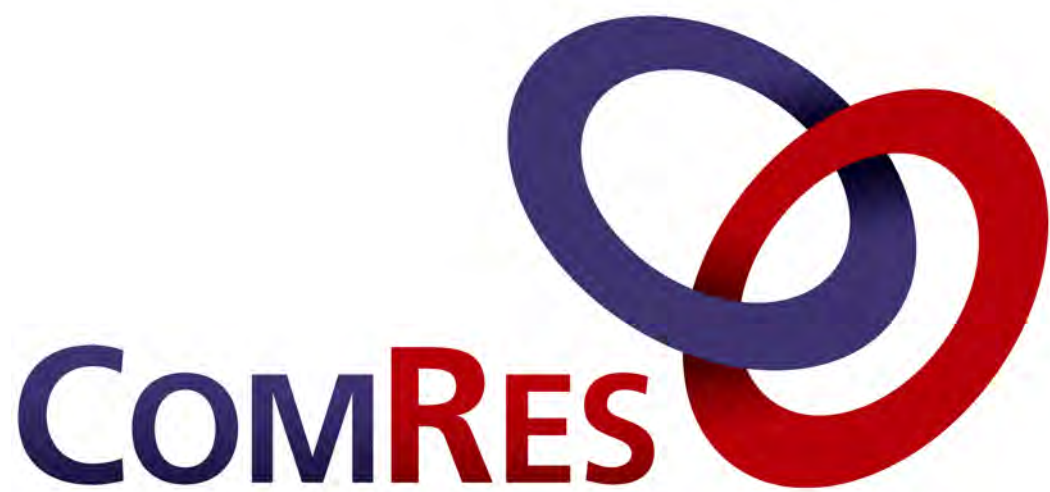


Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q1 How familiar or unfamiliar are you with each of the following industries in the UK? - Medical devices industry

Base: All

		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		Total	GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy							
	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89							
Total	Count	123	29	34	29	31 (A C)	-	4	15	43	40	21	4	58	61	76 (B)	47	33	33	34	13	4	6	-	10	113 (B)	5	41	77 (A B)	12	51	60 (A B)	8	59	56 (B)	5	55	63 (A B)							
	%	49%	38%	52%	46%	72%	-	50%	50%	54%	47%	44%	50%	53%	46%	55%	42%	44%	57%	50%	50%	31%	60%	-	15%	68%	17%	38%	68%	35%	41%	66%	47%	38%	71%	36%	37%	71%							
Familiar	Count	96	38 (D)	20	30 (D)	6	2	3	9	30	32	22	3	39	54	48	48	32	18	27	10	7	4	5	44 (A C)	47	13	52 (C)	31	13	58 (C)	25	19	5	72 (C)	19	6	71 (C)							
	%	38%	49%	31%	48%	14%	100%	38%	30%	38%	38%	46%	38%	36%	41%	35%	43%	43%	28%	40%	38%	54%	40%	28%	66%	43%	45%	48%	27%	38%	46%	27%	29%	47%	24%	43%	48%	21%							
Unfamiliar	Count	31	10	11	4	6	-	1	6	6	13	5	1	12	18	14	17	10	9	7	3	2	-	13 (B C)	13 (C)	5	11 (B C)	15 (C)	5	9 (C)	16	6	4 (C)	23	4	3	21	7							
	%	12%	13%	17%	6%	14%	-	13%	20%	8%	15%	10%	13%	11%	14%	10%	15%	13%	16%	10%	12%	15%	-	72%	19%	3%	38%	14%	4%	26%	13%	7%	24%	15%	5%	21%	14%	8%							



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q1 How familiar or unfamiliar are you with each of the following industries in the UK? - Medical devices industry

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI				
		GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy			
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total	Total	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89		
	Count	7	7	7	8	7	8	7	8	7	7	8	7	7	8	7	7	8	7	7	7	8	3	6	8	5	7	8	6	7	8	7	7	8	7	7	8	7		
	Mean	7	7	8	7	8	6	7	7	8	7	7	8	7	7	8	7	7	8	7	7	7	8	3	6	8	5	7	8	6	7	8	7	7	8	7	7	8	7	
Very familiar 10	Count	17	2	3	7	5	-	2	2	5	4	4	2	7	8	9	8	3	4	7	1	1	-	-	2	15	-	4	13 (B)	2	5	10	-	6	11 (B)	1	5	11 (B)		
	%	7%	3%	5%	11%	12%	-	25%	7%	6%	5%	8%	25%	6%	6%	7%	7%	4%	7%	10%	4%	8%	10%	-	3%	9%	-	4%	12%	6%	4%	11%	-	4%	14%	7%	3%	12%		
	Count	26	4	8	7	7	-	1	3	4	8	1	14	12	9	7	6	2	1	2	1	2	-	-	2	24 (B)	-	3	23 (B)	3	6	17 (B)	2	10	14 (B)	2	12	12		
9	Count	10	5%	12%	11%	16%	-	13%	10%	13%	9%	8%	13%	12%	9%	10%	11%	12%	12%	9%	8%	15%	-	-	3	15%	-	3	20%	9%	5%	19%	12%	6%	18%	14%	8%	13%		
	%	33%	6	11	7	9	-	-	6	13	9	5	-	19	14	9	10%	12%	17%	14%	8	3	-	2	31 (B)	-	12	21	1	17	15	1	18	14	2	12	19 (B)			
	%	13%	8%	17%	11%	21%	-	-	11%	13%	21%	10%	-	17%	11%	15%	10%	11%	12%	17%	24%	6%	-	3	19%	-	11%	19%	3%	14%	16%	6%	12%	18%	14%	8%	21%			
7	Count	47	17	12	8	10	-	4	15	19	8	1	19	27	32 (B)	15	14	8	13	7	1	4	-	4	43 (B)	5	22	20	6	23	18	5	25	17	-	26	21			
	%	19%	22%	18%	13%	23%	-	13%	13%	19%	22%	17%	13%	20%	23%	13%	19%	14%	19%	27%	8%	40%	-	6%	26%	17%	20%	18%	18%	20%	29%	16%	22%	-	18%	24%				
	Count	42	14	10	14	3	1	-	6	14	15	7	-	20	22	21	20	12	13	12	3	4	1	16	25	6	19	17	6	24	12	3	29	10	2	31	9			
6	Count	17%	18%	15%	22%	7%	50%	-	20%	18%	18%	15%	-	18%	17%	15%	19%	13%	22%	18%	12%	31%	-	6%	24%	15%	21%	18%	15%	18%	13%	18%	19%	13%	14%	21%	10%			
	%	40	16	8	14	2	-	3	2	11	13	11	3	13	24	16	24 (A)	17	3	10	6	-	4 (B)	2	21 (C)	17	6	23	11	5	26	9	2	29	9	4	27	9		
	%	16%	21%	12%	22%	5%	-	38%	7%	14%	15%	23%	38%	12%	18%	12%	21%	23%	5%	15%	23%	-	40%	11%	31%	10%	21%	21%	10%	15%	21%	10%	12%	19%	11%	29%	18%	10%		
Neither familiar nor unfamiliar 5	Count	14	8	2	1	1	1 (B C D)	-	1	5	4	4	-	6	8	11	3	5	-	1	3	-	3	2	7	5	1	10	3	2	8	4	14	-	14	-	13 (C)	1		
	%	6%	10%	3%	3%	2%	50%	-	3%	6%	5%	8%	-	6%	6%	8%	3%	7%	-	7%	4%	23%	-	11%	10%	3%	3%	9%	3%	6%	6%	4%	-	9%	-	9%	1%			
	Count	6	1	3	-	2	-	-	1	3	1	1	-	4	2	3	3	2	3	1	-	-	-	2 (C)	2	2	2	3	1	2	3	1	-	4	2	-	4	2		
3	Count	%	2%	1%	5%	-	-	5%	-	3%	4%	1%	2%	-	2%	3%	3%	5%	1%	-	-	-	-	11%	3%	1%	7%	3%	1%	6%	2%	1%	-	3%	-	3%	2%			
	%	7	2	3	2	-	-	1	2	3	1	1	-	4	3	4	2	3	1	1	-	-	7	2	1	3	2	1	4	2	3	2	5	3	2	4	2			
	Count	%	3%	3%	5%	3%	-	13%	7%	-	4%	2%	13%	2%	3%	2%	4%	3%	5%	1%	4%	-	-	22%	4%	3%	1%	7%	3%	2%	3%	3%	2%	12%	3%	-	14%	2%		
1	Count	%	8	2	4	-	2	-	1	-	6	1	-	1	7	3	5	2	2	1	2	1	-	4 (B C)	2	2	2	1	5	2	1	5	2	7	1	-	7	1		
	%	3%	3%	6%	-	5%	-	-	3%	-	7%	2%	-	1%	5%	2%	4%	3%	3%	1%	8%	-	1	22%	3%	1%	3%	5%	2%	3%	4%	2%	-	5%	1%	-	5%	1%		
	Count	10	5	1	2	2	-	-	2	3	1	5	2	1	5	5	4	1	4	-	1	-	-	3	7	-	1	6 (B)	4	1	7	1	7	1	1	7	2			
Very unfamiliar 0	Count	4%	6%	2%	3%	5%	-	-	7%	4%	4%	4%	-	5%	4%	4%	5%	2%	6%	-	8%	-	-	17%	10%	-	21%	4%	-	15%	3%	1%	12%	5%	1%	7%	5%	2%		
	%	10	5	1	2	2	-	-	2	3	1	5	2	1	5	4	1	4	-	1	-	-	3	7	-	1	6 (B)	4	1	7	1	7	1	1	7	2				
	%	4%	6%	2%	3%	5%	-	-	7%	4%	4%	4%	-	5%	4%	4%	5%	2%	6%	-	8%	-	-	17%	10%	-	21%	4%	-	15%	3%	1%	12%	5%	1%	7%	5%	2%		



Q1 How familiar or unfamiliar are you with each of the following industries in the UK? - Summary Tables

Reputation of the Pharmaceutical Industry Among Healthcare Professionals

	Total	Q1 - How familiar or unfamiliar are you with each of the following industries in the UK?											Net			Mean
		Very unfamiliar 0	1	2	3	4	Neither familiar nor unfamiliar 5	6	7	8	9	Very familiar 10	Unfamiliar (0-3)	Neither (4-6)	Familiar (7-10)	
Pharmaceutical industry	250	3	2	5	8	6	27	34	36	59	38	32	18	67	165	8
	100%	1%	1%	2%	3%	2%	11%	14%	14%	24%	15%	13%	7%	27%	66%	
Medical devices industry	250	10	8	7	6	14	40	42	47	33	26	17	31	96	123	7
	100%	4%	3%	3%	2%	6%	16%	17%	19%	13%	10%	7%	12%	38%	49%	
Banking industry	250	17	11	21	14	18	49	41	32	28	11	8	63	108	79	6
	100%	7%	4%	8%	6%	7%	20%	16%	13%	11%	4%	3%	25%	43%	32%	
Consumer products industry	250	19	15	16	12	25	62	33	22	29	11	6	62	120	68	6
	100%	8%	6%	6%	5%	10%	25%	13%	9%	12%	4%	2%	25%	48%	27%	
Food manufacturing industry	250	19	20	16	17	23	57	39	25	17	8	9	72	119	59	6
	100%	8%	8%	6%	7%	9%	23%	16%	10%	7%	3%	4%	29%	48%	24%	
Energy industry	250	25	21	11	20	21	66	34	28	14	6	6	77	121	52	6
	100%	10%	8%	4%	8%	8%	26%	14%	10%	6%	2%	2%	31%	48%	21%	
Tobacco industry	250	48	23	19	15	18	57	24	19	11	9	7	105	99	46	5
	100%	19%	9%	8%	6%	7%	23%	10%	8%	4%	4%	3%	42%	40%	18%	

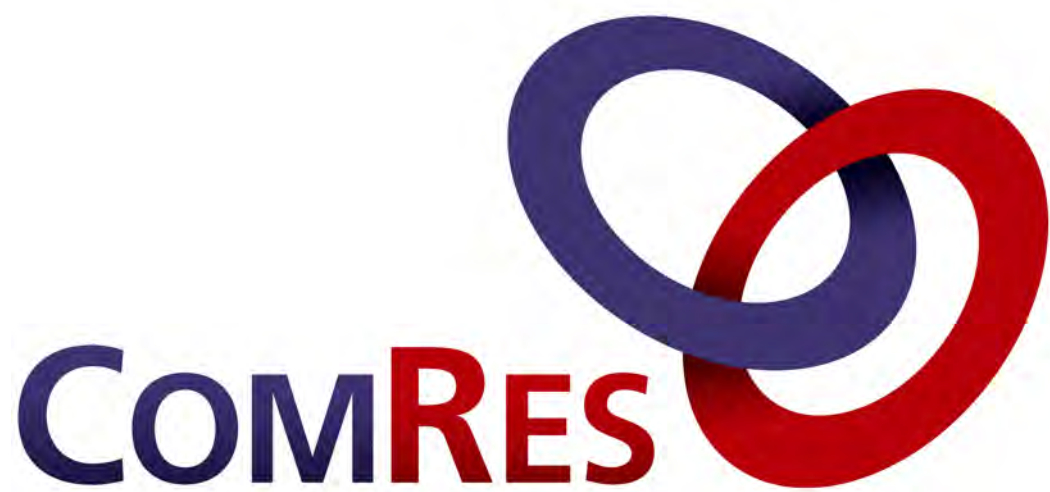


Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q2 How favourable or unfavourable are your impressions of each of the following industries in the UK? - Consumer products industry

Base: All

		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP (A)	Hospital/Seco ndary Care Doctor (C)	Nurse (C)	Pharmacist (D)	Other (E)	Under 25 (A)	25-34 (B)	35-44 (C)	45-54 (D)	55+ (E)	Under 25 (A)	25-44 (B)	44+ (C)	Male (A)	Female (B)	South East (A)	Midlands (B)	North (C)	Wales and South West (D)	Scotland (E)	Northern Ireland (F)	Unfamiliar (A)	Neither (B)	Familiar (C)	Unfavourable (A)	Neither (B)	Favourable (C)	Untrustworthy (A)	Neither (B)	Trustworthy (C)	Unfavourable (A)	Neither (B)	Favourable (C)	Untrustworthy (A)	Neither (B)	Trustworthy (C)			
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89			
Favourable	Count	78	20	20	13	25 (A B C)	-	5 (D)	15 (D)	29 (D)	13	16	5 (C)	44 (C)	29	49	29	27	20	23	3	3	2	1	12	65 (A B)	3	14	61 (A B)	5	20	53 (A B)	3	38	37 (B)	4	35	39 (B)			
	%	31	26	31	21	58	-	63	50	37	15	33	63	40	22	36	26	36	34	34	12	23	20	6	18	39	10	13	54	15	16	18	25	47	29	24	44				
Neither	Count	151	51 (D)	38	45 (D)	15	2	1	13	44	65 (A B C)	28	1	57	93 (A B)	76	75	40	33	41	20	7	14	46	91	15	87 (A C)	49	18	98 (A C)	35	101	40	7	98	46					
	%	60	66	58	71	35	100	13	43	56	76	58	13	52	70	55	67	53	57	60	77	77	70	78	69	52	81	43	53	78	38	59	66	51	50	67	52				
Unfavourable	Count	21	6	7	5	3	-	2	2	6	7	4	2	8	11	13	8	8	5	4	3	-	1	3	9	11 (B C)	7	3	4 (C)	15	2	3	14	4							
	%	8	8	11	8	7	-	25	7	8	8	8	25	7	8	9	7	11	8	6	12	-	10	17	13	5	38	6	3	32	6	3	24	10	3	21	10	4			



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q2 How favourable or unfavourable are your impressions of each of the following industries in the UK? - Consumer products industry

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	
Total	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89
	Mean	7	7	6	6	7	7	8	7	7	6	7	8	7	6	7	7	7	7	7	6	7	6	6	6	6	7	5	6	8	6	6	8	6	7	6	6	7
	Median	6	7	6	6	8	7	8	8	7	6	7	8	7	6	7	6	7	7	6	7	6	6	6	6	6	6	6	6	8	6	6	7	6	7	6	7	
Very favourable 10	Count	4	2	-	1	1	-	1	-	1	1	1	1	2	3	1	2	1	1	-	-	-	-	-	-	4	-	-	4	-	-	4	-	-	2	-	1	3
	%	2%	3%	-	2%	2%	-	13%	-	1%	1%	2%	13%	1%	2%	2%	1%	3%	2%	1%	-	-	-	-	-	2%	-	-	4%	-	-	4%	-	1%	3%	-	1%	3%
9	Count	9	2	-	1	6 (C)	-	-	2	5	1	1	-	7 (C)	2	6	3	5	2	2	-	-	-	-	-	9	-	1	8 (B)	1	-	8	-	3	6 (B)	-	2	7 (B)
	%	4%	3%	-	2%	14%	-	-	7%	6%	1%	2%	-	6%	2%	4%	3%	7%	3%	3%	-	-	-	-	5%	-	1%	7%	3%	-	8%	-	2%	8%	-	1%	8%	
8	Count	24	6	5	5	8	-	2	2	10	4	6	2	12	10	16	8	5	7	9	-	2	1	-	4	20	-	3	21 (B)	1	6	17 (B)	1	12	11	11	12	
	%	10%	8%	8%	8%	19%	-	25%	7%	13%	5%	13%	25%	11%	8%	12%	7%	7%	12%	13%	-	15%	10%	-	6%	12%	-	3%	19%	3%	5%	19%	6%	8%	14%	7%	13%	
7	Count	41	10	15	6	10	-	2	11 (D)	13	7	8	2	24	15	24	17	15	10	11	3	1	1	1	8	32	3	10	28 (B)	3	14	24 (B)	2	21	18	3	21	17
	%	16%	13%	23%	10%	23%	-	25%	37%	16%	8%	17%	17%	11%	17%	15%	20%	17%	16%	12%	8%	10%	6%	12%	19%	10%	9%	25%	9%	11%	26%	23%	14%	23%	21%	14%	19%	
6	Count	42	23 (D)	8	8	2	1	1	4	15	13	9	1	28	14	22	10	12	5	2	1	3	12	27	5	23	14	7	25	10	26	14	3	24	15	24	15	
	%	17%	30%	12%	13%	5%	50%	13%	13%	19%	15%	19%	13%	17%	17%	20%	13%	16%	17%	18%	19%	15%	10%	17%	18%	16%	17%	21%	12%	21%	20%	11%	12%	17%	18%	21%	16%	17%
Neither favourable nor unfavourable 5	Count	94	22	27	34 (A D)	10	1	-	8	23	47 (B C)	16	-	31	63 (B)	39	55 (A)	27	21	23	14	5	4	10	27	57	8	54 (C)	32	8	63 (A C)	23	5	65	24	3	62	29
	%	38%	23%	42%	54%	23%	50%	-	27%	29%	55%	33%	-	28%	47%	28%	49%	36%	34%	34%	54%	38%	40%	56%	40%	35%	28%	50%	28%	24%	50%	25%	29%	42%	30%	21%	42%	33%
4	Count	15	6	3	3	3	-	-	1	6	5	3	-	7	8	9	6	1	2	6	1	3 (A)	2 (A)	1	7	7	2	10	3	3	10	2	10	2	12	2	12	
	%	6%	8%	5%	5%	7%	-	-	3%	8%	6%	6%	-	6%	6%	7%	5%	1%	3%	7%	4%	23%	20%	6%	10%	4%	7%	9%	3%	9%	8%	2%	18%	6%	3%	7%	8%	2%
3	Count	11	3	3	4	1	-	2	1	3	4	1	2	5	6	5	3	3	2	2	-	1	3 (C)	3	5	4 (C)	3	5	2	4 (C)	5	2	7	2	1	7	3	
	%	4%	4%	5%	6%	2%	-	25%	3%	4%	5%	2%	25%	4%	4%	4%	4%	5%	3%	8%	-	10%	17%	4%	3%	14%	5%	2%	15%	3%	2%	12%	5%	3%	7%	5%	3%	
2	Count	8	3	4	1	-	-	-	-	3	2	3	5	5	3	3	2	2	1	-	-	-	-	-	5 (C)	3	5 (B C)	2	1	5 (B)	3	-	1	6	1	6	1	
	%	3%	4%	6%	2%	-	-	-	-	4%	4%	4%	-	3%	4%	4%	3%	4%	3%	4%	-	-	-	-	7%	2%	17%	2%	1%	15%	2%	-	6%	5%	-	7%	4%	1%
1	Count	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very unfavourable 0	Count	2	-	-	-	2	-	-	1	-	-	1	-	1	2	-	-	2	-	-	-	-	-	-	1	2	-	-	-	1	-	1	-	1	1	1	1	-
	%	1%	-	-	-	5%	-	-	3%	-	-	2%	-	1%	1%	1%	-	3%	-	-	-	-	-	1%	1%	7%	-	-	-	3%	-	1%	6%	1%	-	7%	1%	-



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q2 How favourable or unfavourable are your impressions of each of the following industries in the UK? - Food manufacturing industry

Base: All

		Total	S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			Hospital/secondary Care																																											
			GP	Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy								
	Count	77	65	63	43	2	8	30	79	85	48	8	109	133	141	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89								
Total	Count	77	65 <td>63<td>43<td>2<td>8</td><td>30</td><td>79<td>85<td>48<td>8</td><td>109</td><td>133</td><td>141</td><td>138<td>112<td>75<td>58<td>68<td>26<td>13<td>10<td>18</td><td>67<td>165<td>29<td>108<td>113<td>34<td>125<td>91<td>17<td>154<td>79<td>14<td>147<td>89</td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td>	63 <td>43<td>2<td>8</td><td>30</td><td>79<td>85<td>48<td>8</td><td>109</td><td>133</td><td>141</td><td>138<td>112<td>75<td>58<td>68<td>26<td>13<td>10<td>18</td><td>67<td>165<td>29<td>108<td>113<td>34<td>125<td>91<td>17<td>154<td>79<td>14<td>147<td>89</td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td>	43 <td>2<td>8</td><td>30</td><td>79<td>85<td>48<td>8</td><td>109</td><td>133</td><td>141</td><td>138<td>112<td>75<td>58<td>68<td>26<td>13<td>10<td>18</td><td>67<td>165<td>29<td>108<td>113<td>34<td>125<td>91<td>17<td>154<td>79<td>14<td>147<td>89</td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td>	2 <td>8</td> <td>30</td> <td>79<td>85<td>48<td>8</td><td>109</td><td>133</td><td>141</td><td>138<td>112<td>75<td>58<td>68<td>26<td>13<td>10<td>18</td><td>67<td>165<td>29<td>108<td>113<td>34<td>125<td>91<td>17<td>154<td>79<td>14<td>147<td>89</td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td>	8	30	79 <td>85<td>48<td>8</td><td>109</td><td>133</td><td>141</td><td>138<td>112<td>75<td>58<td>68<td>26<td>13<td>10<td>18</td><td>67<td>165<td>29<td>108<td>113<td>34<td>125<td>91<td>17<td>154<td>79<td>14<td>147<td>89</td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td>	85 <td>48<td>8</td><td>109</td><td>133</td><td>141</td><td>138<td>112<td>75<td>58<td>68<td>26<td>13<td>10<td>18</td><td>67<td>165<td>29<td>108<td>113<td>34<td>125<td>91<td>17<td>154<td>79<td>14<td>147<td>89</td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td>	48 <td>8</td> <td>109</td> <td>133</td> <td>141</td> <td>138<td>112<td>75<td>58<td>68<td>26<td>13<td>10<td>18</td><td>67<td>165<td>29<td>108<td>113<td>34<td>125<td>91<td>17<td>154<td>79<td>14<td>147<td>89</td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td>	8	109	133	141	138 <td>112<td>75<td>58<td>68<td>26<td>13<td>10<td>18</td><td>67<td>165<td>29<td>108<td>113<td>34<td>125<td>91<td>17<td>154<td>79<td>14<td>147<td>89</td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td>	112 <td>75<td>58<td>68<td>26<td>13<td>10<td>18</td><td>67<td>165<td>29<td>108<td>113<td>34<td>125<td>91<td>17<td>154<td>79<td>14<td>147<td>89</td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td>	75 <td>58<td>68<td>26<td>13<td>10<td>18</td><td>67<td>165<td>29<td>108<td>113<td>34<td>125<td>91<td>17<td>154<td>79<td>14<td>147<td>89</td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td>	58 <td>68<td>26<td>13<td>10<td>18</td><td>67<td>165<td>29<td>108<td>113<td>34<td>125<td>91<td>17<td>154<td>79<td>14<td>147<td>89</td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td>	68 <td>26<td>13<td>10<td>18</td><td>67<td>165<td>29<td>108<td>113<td>34<td>125<td>91<td>17<td>154<td>79<td>14<td>147<td>89</td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td>	26 <td>13<td>10<td>18</td><td>67<td>165<td>29<td>108<td>113<td>34<td>125<td>91<td>17<td>154<td>79<td>14<td>147<td>89</td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td>	13 <td>10<td>18</td><td>67<td>165<td>29<td>108<td>113<td>34<td>125<td>91<td>17<td>154<td>79<td>14<td>147<td>89</td></td></td></td></td></td></td></td></td></td></td></td></td></td></td>	10 <td>18</td> <td>67<td>165<td>29<td>108<td>113<td>34<td>125<td>91<td>17<td>154<td>79<td>14<td>147<td>89</td></td></td></td></td></td></td></td></td></td></td></td></td></td>	18	67 <td>165<td>29<td>108<td>113<td>34<td>125<td>91<td>17<td>154<td>79<td>14<td>147<td>89</td></td></td></td></td></td></td></td></td></td></td></td></td>	165 <td>29<td>108<td>113<td>34<td>125<td>91<td>17<td>154<td>79<td>14<td>147<td>89</td></td></td></td></td></td></td></td></td></td></td></td>	29 <td>108<td>113<td>34<td>125<td>91<td>17<td>154<td>79<td>14<td>147<td>89</td></td></td></td></td></td></td></td></td></td></td>	108 <td>113<td>34<td>125<td>91<td>17<td>154<td>79<td>14<td>147<td>89</td></td></td></td></td></td></td></td></td></td>	113 <td>34<td>125<td>91<td>17<td>154<td>79<td>14<td>147<td>89</td></td></td></td></td></td></td></td></td>	34 <td>125<td>91<td>17<td>154<td>79<td>14<td>147<td>89</td></td></td></td></td></td></td></td>	125 <td>91<td>17<td>154<td>79<td>14<td>147<td>89</td></td></td></td></td></td></td>	91 <td>17<td>154<td>79<td>14<td>147<td>89</td></td></td></td></td></td>	17 <td>154<td>79<td>14<td>147<td>89</td></td></td></td></td>	154 <td>79<td>14<td>147<td>89</td></td></td></td>	79 <td>14<td>147<td>89</td></td></td>	14 <td>147<td>89</td></td>	147 <td>89</td>	89								
Favourable	Count	74	26	15	16	17	-	3	9	28 (D)	13	21 (D)	3	37	34	49 (B)	25	22	20	22	6	2	2	2	10	62 (B)	3	16	55 (A B)	5	18	51 (A B)	2	37	35 (A B)	2	34	38 (B)								
	%	30%	34%	23%	25%	40%	-	38%	30%	35%	15%	44%	38%	34%	35%	36%	22%	23%	34%	32%	23%	15%	20%	11%	15%	10%	15%	40%	15%	14%	12%	24%	44%	14%	23%	43%										
Neither	Count	144	41	42	38	23	-	1	19	44	58 (A)	22	1	63 (A)	80 (A)	74	70	43	31	37	17	8	13	43	88	13	89	80 (A C)	51	14	95 (A C)	35	9	40	11	86	47									
	%	58%	53%	65%	60%	53%	-	13%	63%	56%	68%	46%	13%	58%	60%	54%	63%	57%	53%	54%	65%	62%	80%	72%	64%	53%	45%	74%	45%	41%	76%	38%	51%	62%	51%	79%	59%									
Unfavourable	Count	32	10	8	9	3	2	4 (B C E)	2	7	14	5	4 (B C)	9	19	17	10	7	9	3	3	14 (C)	15	13 (B C)	12	7	15 (B C)	12	5	6 (C)	22	4	1	27 (C)	4	22	4									
	%	13%	13%	12%	14%	7%	100%	50%	7%	9%	16%	10%	50%	14%	15%	11%	15%	13%	12%	13%	12%	23%	-	17%	21%	9%	45%	11%	6%	44%	10%	5%	35%	14%	5%	7%	18%	4%								



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q2 How favourable or unfavourable are your impressions of each of the following industries in the UK? - Food manufacturing industry

Base: All

		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89	
	Mean	7	7	6	6	7	4	6	6	7	6	7	6	7	6	7	6	6	7	7	6	6	7	6	6	7	5	6	7	5	6	8	5	6	7	6	7	6	7
	Median	6	7	6	6	7	4	5	6	7	6	7	5	7	6	7	6	6	7	6	6	6	6	6	7	5	6	7	5	6	8	6	7	6	7	6	7		
Very favourable 10	Count	2	1	-	-	1	-	1	-	-	-	1	-	-	1	2	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	2	-	-	1	-	1	
	%	1%	1%	-	-	2%	-	13%	-	-	-	2%	-	-	1%	-	-	-	2%	1%	-	-	-	-	-	-	-	-	-	-	-	2%	-	-	1%	-	1%		
9	Count	7	3	1	1	2	-	-	-	4	2	1	-	4	3	6	1	4	2	1	-	-	-	-	7	-	-	7	-	1	6 (B)	-	1	6 (B)	-	-	7		
	%	3%	4%	2%	2%	5%	-	-	-	5%	2%	2%	-	4%	2%	4%	1%	5%	3%	1%	-	-	-	-	4%	-	-	6%	-	1%	7%	-	1%	8%	-	-	8%		
8	Count	28	11	4	4	9	-	-	3	12 (D)	2	11 (D)	-	15	13	21 (B)	7	6	8	11	2	-	1	-	1	27 (B)	-	4	24 (B)	-	3	25 (B)	1	8	19 (B)	1	8	19 (B)	
	%	11%	14%	6%	6%	21%	-	-	10%	15%	2%	23%	-	14%	10%	15%	6%	8%	14%	16%	8%	-	10%	-	1%	16%	-	4%	21%	-	2%	27%	6%	5%	24%	7%	5%	21%	
7	Count	37	11	10	11	5	-	2	6	12	9	8	2	18	17	20	17	12	9	4	2	1	20	9	26	3	12	22	5	14	18	1	26	10	1	25	11		
	%	15%	14%	15%	17%	12%	-	25%	20%	15%	11%	17%	-	17%	13%	14%	15%	16%	16%	13%	15%	13%	15%	10%	11%	15%	16%	10%	11%	19%	15%	11%	20%	6%	17%	13%	7%	17%	
6	Count	42	15	9	12	6	-	5	15	16	6	-	20	22	22	11	20	11	3	3	2	3	30	9	30	2	17	23	5	22	15	2	23	5	19	18			
	%	17%	19%	14%	19%	14%	-	-	17%	19%	13%	-	18%	17%	16%	18%	15%	21%	16%	12%	23%	20%	17%	13%	18%	7%	16%	20%	15%	18%	16%	12%	15%	22%	36%	13%	20%		
Neither favourable nor unfavourable 5	Count	75	20	24	20	11	-	1	8	23	32	11	1	31	43	38	37	23	11	19	12	4	6	8	26	41	9	48 (C)	18	4	55 (A C)	16	5	56 (C)	14	4	52	19	
	%	30%	26%	37%	32%	26%	-	13%	27%	29%	38%	23%	13%	28%	32%	28%	33%	31%	19%	28%	46%	31%	60%	44%	39%	25%	31%	44%	16%	12%	44%	18%	29%	36%	18%	29%	35%	21%	
4	Count	27	6	9	6	6	-	-	6	6	10	5	-	12	15	14	13	9	7	2	1	7	2	8	17	2	15	10	5	18 (C)	4	2	16	9	2	15	10		
	%	11%	8%	14%	10%	14%	-	-	20%	8%	12%	10%	-	11%	11%	10%	12%	12%	14%	10%	8%	8%	-	11%	12%	10%	7%	14%	9%	15%	14%	4%	12%	10%	11%	14%	10%	11%	
3	Count	21	8	6	5	1	1 (D)	4 (B C D E)	1	6	7	3	4 (B C)	7	10	10	11	5	6	5	3	2	10	2	10	7 (C)	9	5	10 (B C)	8	3	2	16	3	-	18 (C)	3	-	3
	%	8%	10%	9%	8%	2%	50%	50%	3%	8%	8%	6%	50%	6%	8%	7%	10%	7%	10%	7%	12%	15%	-	11%	13%	6%	24%	8%	4%	29%	6%	3%	12%	10%	4%	-	12%	3%	
2	Count	7	2	1	3	-	1 (A B)	-	-	5	2	-	7	2	5	4	1	2	4	1	2	-	-	4	3	4 (B C)	2	1	4 (B C)	2	1	2	4	1	6	1	-	6	1
	%	3%	3%	2%	5%	-	50%	-	-	6%	4%	-	-	5%	1%	4%	5%	2%	3%	-	-	-	-	6%	2%	14%	2%	1%	12%	2%	1%	12%	3%	1%	-	4%	1%		
1	Count	2	-	-	1	1	-	-	-	1	1	-	-	1	1	1	1	-	-	1	-	1	-	1	1	1	1	1	-	1	1	-	2	-	-	2	-	-	
	%	1%	-	-	2%	2%	-	-	-	1%	1%	-	-	1%	1%	1%	1%	-	-	1%	-	8%	-	6%	-	1%	3%	1%	-	3%	1%	-	1%	-	1%	-	1%	-	
Very unfavourable 0	Count	2	-	1	-	1	-	-	1	-	-	-	-	1	1	2	-	1	-	1	-	-	-	-	1	1	1	1	-	1	-	2	-	-	1 (B)	1	-	-	
	%	1%	-	2%	-	2%	-	-	3%	-	1%	-	-	1%	1%	1%	-	1%	-	1%	-	-	-	-	1%	3%	-	-	1%	-	1%	12%	-	-	7%	1%	-	-	



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q2 How favourable or unfavourable are your impressions of each of the following industries in the UK? - Banking industry

Base: All

		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		Total	GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy							
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	2	113	34	125	91	2	17	154	79	14	147	89					
Favourable	Count	46	12	8	11	15 (B)	-	4 (D)	5	17	6	14 (D)	4 (C)	22	20	28	18	15	9	20	2	-	-	1	6	39 (B)	1	4	41 (A B)	1	9	36 (A B)	3	17	26 (B)	2	12	32 (B)							
Favourable	%	18%	16%	12%	17%	35%	-	50%	17%	22%	7%	29%	50%	20%	15%	20%	16%	20%	16%	29%	8%	-	-	6%	9%	24%	3%	4%	36%	3%	7%	40%	18%	11%	33%	14%	8%	36%							
Neither	Count	117	32	35	33	16	1	2	16	31	43	25	2	47	68	59	68	35	26	27	15	9	5	8	34	75	7	64 (A C)	46	11	72 (A C)	34	10	75	32	5	77	35							
Neither	%	47%	42%	54%	52%	37%	50%	25%	53%	39%	51%	52%	25%	43%	51%	43%	52%	47%	45%	40%	58%	69%	50%	44%	51%	45%	24%	59%	41%	32%	58%	37%	59%	49%	41%	36%	52%	39%							
Unfavourable	Count	87	33	22	19	12	1	2	9	31	36	9	2	40	45	51	36	25	23	21	9	4	5	9	27	51	21 (B C)	40	26	22 (B C)	44	21	4	62	21	7	58	22							
Unfavourable	%	35%	43%	34%	30%	28%	50%	25%	30%	39%	42%	19%	25%	37%	34%	37%	32%	33%	40%	31%	35%	31%	50%	50%	40%	31%	72%	37%	23%	65%	35%	23%	24%	40%	27%	50%	39%	25%							



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q2 How favourable or unfavourable are your impressions of each of the following industries in the UK? - Banking industry

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI			
		GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy		
Total	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)			
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89	
	Mean	5	5	5	5	6	5	7	5	5	5	6	5	5	5	5	5	5	5	5	4	4	5	6	3	5	6	3	5	7	6	5	6	4	5	6	5		
	Median	6	5	6	6	6	5	8	6	6	5	6	8	6	6	6	5	6	5	6	6	3	4	5	6	3	5	6	3	5	7	6	5	6	4	5	6		
Very favourable 10	Count	5	2	1	-	2	-	2	-	2	-	1	4	1	1	1	1	1	3	-	-	-	-	-	5	-	-	-	-	5	-	-	3	2	-	1	4 (B)		
	%	2%	3%	2%	-	5%	-	25%	-	3%	-	2%	25%	-	3%	1%	3%	1%	2%	4%	-	-	-	-	3%	-	-	4%	-	-	2%	-	4%	1%	9%	-	1%		
9	Count	8	2	1	2	3	-	-	-	4	2	2	-	4	4	4	4	3	2	3	-	-	-	-	8	-	-	8	-	-	8	-	2	6 (B)	-	1	7 (B)		
	%	3%	3%	2%	3%	7%	-	-	-	5%	2%	4%	-	4%	3%	4%	4%	3%	4%	-	-	-	-	-	5%	-	-	7%	-	-	9%	-	1%	8%	-	1%			
8	Count	10	3	-	2	5	-	-	3	4	-	3	-	7	3	7	3	5	3	2	-	-	-	-	9	-	1	9 (B)	-	3	7	1	2	7 (B)	-	2	8 (B)		
	%	4%	4%	-	3%	12%	-	-	10%	5%	-	6%	-	6%	2%	5%	3%	7%	5%	3%	-	-	-	6%	-	5%	-	1%	8%	-	2%	8%	6%	1%	9%	-	1%		
7	Count	23	5	6	7	5	-	2	2	7	4	8	2	9	12	13	10	6	3	12	2	-	-	-	6	17	1	3	19 (B)	1	6	16 (B)	2	10	11	2	8	13 (B)	
	%	9%	6%	9%	11%	12%	-	25%	7%	9%	5%	17%	8%	9%	9%	9%	9%	8%	5%	18%	8%	-	-	-	10%	3%	3%	17%	3%	5%	18%	12%	6%	14%	14%	5%	15%		
6	Count	25	8	8	4	5	-	1	4	9	8	3	1	13	11	17	8	7	8	3	5	2	-	1	4	20	2	9	14	4	3	11	11	4	12	9	1	15	9
	%	10%	10%	12%	6%	12%	-	13%	13%	11%	9%	6%	13%	12%	8%	12%	7%	9%	14%	4%	19%	15%	-	6%	6%	12%	7%	8%	12%	9%	9%	12%	24%	8%	11%	7%	10%	10%	
Neither favourable nor unfavourable 5	Count	56	10	20	19	6	1	1	10	14	21	10	1	24	31	20	36 (A)	18	14	8	8	6	(C)	2	7	17	32	2	32 (A)	22	4	37	15	3	40	13	2	39	15
	%	22%	13%	31%	30%	14%	50%	13%	33%	18%	25%	21%	13%	22%	23%	14%	32%	24%	12%	31%	46%	20%	39%	25%	19%	7%	30%	19%	12%	30%	16%	18%	26%	16%	14%	27%	17%		
4	Count	36	14	7	10	5	-	-	2	6	14	12	-	10	14	10	4	16	2	1	3	13	23	3	23 (C)	10	4	24	8	3	23	10	2	23	10	2	23	11	
	%	14%	18%	11%	16%	12%	-	-	7%	10%	16%	25%	-	9%	20%	16%	13%	13%	7%	24%	8%	8%	30%	-	19%	14%	10%	21%	9%	12%	19%	9%	18%	15%	13%	14%	16%	12%	
3	Count	21	8	6	5	1	1 (D)	-	1	5	13	2	-	6	15	13	8	6	7	6	1	1	-	2	4	15	-	12	9	-	16	5	-	15	6	-	13	8	
	%	8%	10%	9%	8%	2%	50%	-	3%	6%	15%	4%	-	6%	11%	9%	7%	8%	12%	9%	4%	8%	-	11%	6%	9%	-	11%	8%	-	13%	5%	-	10%	8%	-	9%	9%	
2	Count	26	9	7	8	2	-	-	2	9	11	4	-	11	15	17	9	6	11	4	2	1	2	3	12	7 (C)	6	13	6	13	6	13	5	-	18	8	3	16	7
	%	10%	12%	11%	13%	5%	-	-	7%	11%	13%	8%	-	10%	11%	12%	8%	8%	19%	6%	8%	20%	17%	16%	7%	24%	12%	5%	21%	10%	7%	-	12%	10%	21%	11%	8%		
1	Count	18	8	4	3	3	-	-	1	10	5	2	-	11	7	8	10	5	3	5	3	2	-	-	4	14	5	7	6	5	10	3	1	14	3	2	14	2	
	%	7%	10%	6%	5%	7%	-	-	3%	13%	6%	4%	-	10%	5%	6%	9%	7%	5%	7%	12%	15%	-	-	8%	17%	6%	5%	15%	8%	3%	6%	9%	4%	14%	10%	2%		
Very unfavourable 0	Count	22	9	5	3	6	-	2	5	7	1	2	-	12	8	13	9	8	2	6	3	-	3 (B)	4 (C)	9	10	9 (B C)	8	5	10 (B C)	5	7	3	15	4	2	15	5	
	%	9%	10%	8%	5%	14%	-	25%	17%	9%	8%	2%	25%	11%	6%	9%	8%	11%	3%	9%	12%	-	30%	22%	12%	6%	31%	7%	4%	25%	4%	8%	18%	10%	5%	14%	10%	6%	



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q2 How favourable or unfavourable are your impressions of each of the following industries in the UK? - Energy industry

Base: All

		S1 Please select your role:											D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
		Hospital/Secondary Care Doctor					Nurse					Pharmacist					Other					Under 25					25-34					35-44					45-54					55+					Under 25					25-44					44+					Male					Female					South East					Midlands					North					Wales and South West					Scotland					Northern Ireland					Unfamiliar					Neither					Familiar					Unfavourable					Neither					Favourable					Untrustworthy					Neither					Trustworthy					Unfavourable					Neither					Favourable					Untrustworthy					Neither					Trustworthy																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
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Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q2 How favourable or unfavourable are your impressions of each of the following industries in the UK? - Energy industry

Base: All

		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89	
	Mean	6	6	5	6	6	6	7	6	6	6	6	7	6	6	6	6	6	6	6	6	6	6	5	5	6	4	5	7	5	6	6	7	5	5	7	5	6	
	Median	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	5	5	6	4	6	6	5	6	6	6	5	6	6	5	6	
Very favourable 10	Count	3	2	-	-	1	-	1	-	1	-	1	1	3	-	1	1	1	1	1	-	-	-	-	-	3	-	-	3	-	-	3	-	2	1	-	1	2	
	%	1%	3%	-	-	2%	-	13%	-	1%	-	2%	13%	-	1%	2%	-	1%	2%	1%	-	-	-	-	-	2%	-	-	3%	-	-	3%	-	1%	1%	-	1%	2%	
9	Count	4	1	1	1	1	-	-	1	1	1	1	-	2	2	3	1	3	-	1	-	-	-	-	-	4	-	-	4	-	-	4	-	-	4	-	-	4	
	%	2%	1%	2%	2%	2%	-	-	3%	1%	1%	2%	-	2%	2%	2%	1%	4%	-	1%	-	-	-	-	2%	-	-	-	-	-	4%	-	-	4%	-	-	4%		
8	Count	18	3	2	3	10	(A B C)	-	2	(D)	2	10	(D)	-	2	(C)	12	(C)	4	10	8	5	7	-	-	3	15	1	2	15	(B)	1	4	13	(B)	-	8	10	(B)
	%	7%	4%	3%	5%	25%	-	25%	7%	13%	1%	6%	25%	11%	3%	7%	7%	8%	9%	10%	-	-	-	-	4%	9%	3%	2%	13%	3%	3%	14%	-	5%	13%	7%	3%	13%	
7	Count	19	7	2	6	4	-	-	1	6	8	4	-	7	12	10	9	8	4	3	1	2	1	1	3	15	-	4	15	(B)	1	6	12	-	7	12	(B)		
	%	8%	9%	3%	10%	9%	-	-	3%	8%	9%	8%	-	6%	9%	7%	8%	11%	7%	4%	4%	4%	15%	10%	6%	9%	-	4%	13%	3%	5%	13%	-	5%	15%	-	5%	13%	
6	Count	32	8	11	8	5	-	1	5	11	7	8	1	16	15	18	14	4	12	11	4	1	2	2	5	25	1	12	19	2	18	12	2	18	12	1	18	13	
	%	13%	10%	17%	13%	12%	-	13%	17%	14%	8%	17%	13%	15%	11%	13%	13%	5%	21%	16%	15%	8%	-	11%	7%	15%	3%	11%	17%	6%	14%	13%	12%	12%	15%	7%	12%	15%	
Neither favourable nor unfavourable 5	Count	76	22	21	24	8	1	1	8	21	32	14	1	29	46	38	38	23	14	17	11	5	6	5	21	50	7	42	(C)	27	10	43	23	4	49	23	3	49	24
	%	30%	29%	32%	38%	19%	50%	13%	27%	27%	38%	29%	13%	27%	35%	28%	34%	31%	24%	25%	42%	38%	2	28%	31%	30%	24%	39%	24%	29%	34%	25%	24%	32%	29%	21%	33%	27%	
4	Count	44	17	11	9	6	1	1	6	12	15	10	1	18	25	28	16	12	12	12	4	2	2	6	14	24	4	21	19	4	27	13	4	32	9	4	28	12	
	%	18%	22%	17%	14%	14%	50%	13%	20%	15%	18%	21%	13%	17%	19%	20%	14%	16%	21%	18%	15%	15%	20%	33%	21%	15%	14%	19%	17%	12%	14%	24%	21%	10%	29%	4	19%	13%	
3	Count	22	7	5	7	3	-	1	4	5	9	3	1	9	12	9	13	6	5	4	4	2	1	1	7	14	3	13	6	4	12	6	4	(C)	14	4	1	15	6
	%	9%	9%	8%	11%	7%	-	13%	13%	6%	11%	6%	13%	8%	9%	7%	12%	8%	9%	6%	15%	15%	10%	6%	10%	8%	10%	12%	5%	12%	10%	7%	24%	9%	5%	7%	10%	7%	
2	Count	22	6	10	4	2	-	2	7	10	3	-	4	9	13	11	11	7	4	9	1	1	1	11	(B C)	8	11	8	(B C)	13	2	17	3	3	(C)	16	3	16	3
	%	9%	8%	15%	6%	5%	-	-	7%	9%	12%	6%	-	8%	10%	8%	10%	9%	7%	13%	4%	8%	-	-	16%	7%	28%	9%	4%	2%	12%	11%	4%	21%	11%	3%	21%	11%	3%
1	Count	4	2	1	1	-	-	-	-	3	1	-	-	3	1	3	1	1	-	2	1	-	-	2	(B)	1	1	3	(B)	1	-	2	1	-	4	-	-	4	-
	%	2%	3%	2%	2%	-	-	-	-	4%	1%	-	-	3%	1%	2%	1%	1%	-	3%	4%	-	-	11%	1%	1%	10%	1%	-	6%	1%	-	3%	-	-	3%	-	-	3%
Very unfavourable 0	Count	6	2	1	3	-	1	1	1	2	1	1	1	3	2	5	1	4	1	1	-	-	-	1	2	3	1	3	(B)	1	1	2	1	4	1	1	1	1	
	%	2%	3%	2%	-	7%	-	13%	3%	3%	1%	2%	13%	3%	2%	4%	1%	5%	2%	1%	-	-	-	6%	3%	2%	7%	3%	1%	9%	1%	2%	6%	2%	3%	7%	3%	1%	



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q2 How favourable or unfavourable are your impressions of each of the following industries in the UK? - Tobacco industry																																										
Base: All																																										
		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)		Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy					
Total	Count	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)					
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89				
Favourable	Count	15	2	3	2	8 (A C)	-	-	4 (D)	9 (D)	1	1	-	13 (C)	2	8	7	10	2	3	-	-	-	-	2	13	-	-	15	1	-	14	-	3	12 (B)	-	2	13 (B)				
Favourable	%	6%	3%	5%	3%	19%	-	-	13%	11%	2%	2%	-	12%	2%	6%	7%	13%	3%	4%	-	-	-	-	8%	-	-	13%	3%	-	15%	-	2%	15%	-	1%	15%					
Neither	Count	50	12	13	16	9	-	1	7	16	14	12	1	23	26	27	23	13	14	12	6	4	1	5	10	35	1	25 (A)	24	2	25	23 (A)	1	30	26	21						
Neither	%	20%	16%	20%	25%	21%	-	13%	23%	20%	16%	25%	13%	21%	20%	20%	21%	17%	24%	18%	23%	31%	10%	28%	15%	21%	3%	23%	21%	6%	20%	25%	6%	19%	24%	21%	18%	24%				
Unfavourable	Count	185	63	49	45	26	2	7	19	54	70	35	7	73	105	103	82	52	42	53	20	9	9	13	55	117	28 (B C)	83	74	31 (C)	100 (C)	54	16 (C)	121 (C)	48	11	119 (C)	55				
Unfavourable	%	74%	82%	75%	71%	60%	100%	88%	63%	68%	82%	73%	88%	67%	78%	75%	73%	69%	72%	78%	77%	69%	90%	72%	82%	71%	97%	77%	65%	91%	80%	59%	94%	79%	61%	79%	81%	62%				



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q2 How favourable or unfavourable are your impressions of each of the following industries in the UK? - Tobacco industry																																							
Base: All																																							
		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)		Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI			
			GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89	
	Mean	3	3	3	3	4	2	2	4	3	2	3	2	4	3	3	3	4	3	3	2	3	2	3	2	3	2	3	4	2	3	4	2	3	4	2	3	4	
	Median	2	1	2	2	3	2	1	3	2	2	2	1	2	2	2	2	3	2	1	2	2	1	2	2	1	2	3	1	2	3	1	2	3	1	2	3		
Very favourable 10	Count	1	1	-	-	-	-	-	-	1	-	-	-	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	%	0%	1%	-	-	-	-	-	-	1%	-	-	-	1%	-	1%	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	Count	3	-	2	-	1	-	-	1	1	1	-	-	2	1	1	2	2	-	1	-	-	-	-	1	2	-	-	3	-	-	3	-	1	2	-	-	1	
9	%	1%	-	3%	-	2%	-	-	3%	1%	1%	-	-	2%	1%	1%	2%	3%	-	1%	-	-	-	-	1%	-	-	-	3%	-	-	3%	-	1%	3%	-	-	3%	
	Count	6	-	1	1	4	-	-	1	4	-	1	-	5	1	5	1	3	2	1	-	-	-	-	6	-	-	6	-	-	6	-	-	6	-	-	6		
	%	2%	-	1%	2%	9%	-	-	3%	5%	-	2%	-	5%	1%	4%	1%	4%	3%	1%	-	-	-	-	-	-	4%	-	-	5%	-	-	7%	-	-	8%	-		
8	Count	5	1	-	1	3	-	-	2	3	-	-	-	5	-	1	4	4	-	1	-	-	-	-	1	4	-	-	5	1	-	4	-	2	3	-	2	3	
	%	2%	1%	-	2%	7%	-	-	7%	4%	-	-	-	5%	-	1%	4%	5%	-	1%	-	-	-	-	1%	2%	-	-	4%	3%	-	4%	-	1%	4%	-	1%		
	Count	7	2	2	1	2	-	-	4	1	2	-	4	3	6	1	3	2	2	-	-	-	-	-	7	-	7	-	6	-	7	-	7	-	5	2	5	2	
7	%	3%	3%	3%	2%	5%	-	-	5%	1%	4%	-	4%	2%	4%	1%	4%	3%	3%	-	-	-	-	-	-	4%	-	1%	6%	-	-	8%	-	1%	6%	-	1%		
	Count	31	7	9	10	5	-	1	5	9	8	8	1	14	16	16	15	8	9	8	2	3	1	5	8	18	1	20	10	2	20	9	1	21	9	3	16	12	
	%	12%	9%	14%	16%	12%	-	13%	17%	11%	9%	17%	13%	13%	12%	12%	13%	11%	16%	12%	8%	23%	10%	28%	13%	12%	11%	3%	2	19%	9%	6%	16%	10%	6%	14%	11%	21%	
6	Count	12	3	2	5	2	-	-	2	3	5	2	-	5	7	5	7	2	3	2	4	1	-	10	2	10	-	4	8	-	5	7	-	7	5	-	8	4	
	%	5%	4%	3%	8%	5%	-	-	7%	4%	6%	4%	-	5%	5%	4%	6%	3%	5%	3%	15%	8%	-	-	3%	6%	-	4%	7%	-	4%	8%	-	5%	6%	-	5%	4%	
	Count	16	4	5	4	3	-	-	2	6	4	4	-	8	8	8	8	5	5	4	1	-	1	1	2	13	1	5	10	2	11	3	-	9	7	-	8	8	
5	%	6%	5%	8%	6%	7%	-	-	7%	8%	5%	8%	-	7%	6%	7%	8%	5%	9%	6%	4%	-	10%	6%	7%	8%	3%	5%	9%	6%	9%	3%	-	6%	9%	-	5%	9%	
	Count	28	12	8	5	3	-	1	2	8	14	3	1	10	17	17	11	12	5	9	1	1	1	5	22	3	13	12	1	17	10	2	22	4	1	22	5	1	
	%	11%	16%	12%	8%	7%	-	13%	7%	10%	16%	6%	13%	9%	13%	12%	10%	16%	9%	13%	4%	8%	-	6%	7%	13%	10%	12%	11%	3%	14%	11%	12%	14%	5%	7%	15%	6%	
4	Count	36	7	8	10	9	2	1	3	10	12	10	1	13	22	19	17	10	10	5	7	3	1	4	12	20	3	18	15	5	23	8	4	20	12	2	20	14	
	%	14%	9%	12%	16%	21%	100%	13%	10%	13%	14%	21%	13%	12%	17%	14%	15%	13%	17%	7%	27%	23%	10%	22%	18%	12%	10%	17%	13%	15%	18%	9%	24%	13%	15%	14%	14%	16%	
	Count	105	40 (D)	28	26	11	-	5	12	30	40	18	5	58	62	59	46	25	22	35	11	5	7	7	36	62	21 (B C)	47	37	23 (B C)	33	10	70	25	69	28	69	28	
Very unfavourable 0	%	42%	52%	43%	41%	26%	-	63%	40%	38%	47%	38%	63%	39%	44%	43%	41%	33%	38%	51%	42%	38%	70%	39%	54%	38%	72%	44%	33%	68%	39%	36%	59%	45%	32%	57%	47%	31%	



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q2 How favourable or unfavourable are your impressions of each of the following industries in the UK? - Medical devices industry

Base: All

		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		GP (A)	Hospital/Seco ndary Care Doctor (C)	Nurse (D)	Pharmacist (E)	Other (F)	Under 25 (A)	25-34 (B)	35-44 (C)	45-54 (D)	55+ (E)	Under 25 (A)	25-44 (B)	44+ (C)	Male (A)	Female (B)	South East (A)	Midlands (B)	North (C)	Wales and South West (D)	Scotland (E)	Northern Ireland (F)	Unfamiliar (A)	Neither (B)	Familiar (C)	Unfavourable (A)	Neither (B)	Favourable (C)	Untrustworthy (A)	Neither (B)	Trustworthy (C)	Unfavourable (A)	Neither (B)	Favourable (C)	Untrustworthy (A)	Neither (B)	Trustworthy (C)								
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	2	17	154	79	14	147	89						
Favourable	Count	130	31	34	37	27	1	5	15	44	38	28	5	59	66	74	56	35	31	39	9	8	8	3	25	102 (A, B)	6	30	94 (A, B)	10	45	75 (A, B)	7	65	58 (A, B)	6	60	64 (B)							
	%	52%	40%	52%	59%	63%	50%	63%	50%	56%	45%	58%	63%	54%	50%	54%	50%	47%	53%	57%	35%	62%	80%	17%	37%	62%	21%	28%	83%	29%	36%	82%	41%	42%	73%	43%	41%	72%							
Neither	Count	106	44 (C, D)	30	20	11	1	1	11	32	43	19	1	43	62	57	49	34	25	26	14	5	2	13 (C)	37 (C)	56	14 (C)	76 (C)	16	17 (C)	75 (C)	14	7	79 (C)	20	6	76 (C)	24							
	%	42%	57%	46%	32%	26%	50%	13%	37%	41%	51%	40%	13%	39%	47%	41%	44%	45%	43%	38%	54%	38%	20%	72%	55%	34%	48%	70%	14%	50%	60%	15%	41%	51%	25%	43%	52%	60%							
Unfavourable	Count	14	2	1	6	5	-	2	4	3	4	1	2 (C)	7	5	7	7	6	2	3	3	-	-	2	5	7	9 (B, C)	2	3	7 (B, C)	5	2	3 (C)	10	1	2 (C)	11	1							
	%	6%	3%	2%	10%	12%	-	25%	13%	4%	5%	2%	25%	6%	4%	5%	6%	8%	3%	4%	12%	-	-	11%	7%	4%	31%	2%	3%	21%	4%	2%	18%	6%	1%	14%	7%	1%							



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q2 How favourable or unfavourable are your impressions of each of the following industries in the UK? - Medical devices industry

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		Hospital/Secondary Care Doctor					Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy
		GP	(A)	(B)	(C)	(D)																																		
Total	Total	250	77	65	63	43	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	108	17	154	79	14	147	89		
Count	8	7	7	8	8	8	8	7	7	8	7	8	8	7	8	8	7	8	7	8	8	8	6	7	8	6	7	9	6	7	9	7	7	8	7	7	8			
Mean	8	7	8	8	8	8	8	8	8	8	7	8	8	7	8	8	7	8	7	8	8	8	6	7	8	6	7	9	6	7	9	7	7	8	7	7	8			
Median	8	7	8	8	8	8	8	8	8	8	7	8	8	7	8	8	7	8	7	8	8	8	6	7	8	6	7	9	6	7	9	7	7	8	7	7	8			
Very favourable 10	Count	10	2	2	2	4	2 (D)	1	4	2	1	2 (C)	5	3	5	3	3	3	3	-	-	-	1	-	1	9	1	2	7	-	3	7	-	6	4	-	4	6		
	%	4%	3%	3%	3%	9%	25%	3%	5%	2%	2%	25%	5%	2%	4%	4%	4%	4%	4%	-	-	-	10%	-	1%	5%	3%	2%	6%	-	2%	8%	-	4%	5%	-	3%	7%		
9	Count	34	9	9	9	7	-	2	2	11	9	10	2	13	19	15	9	7	14	2	2	-	-	-	5	29 (B)	2	5	27 (B)	2	10	22 (B)	4	12	18 (B)	2	12	20 (B)		
	%	14%	12%	14%	14%	16%	-	25%	7%	14%	11%	21%	25%	12%	14%	14%	13%	12%	12%	21%	8%	15%	-	-	7%	18%	7%	5%	24%	6%	8%	24%	8%	23%	14%	8%	22%			
8	Count	38	9	7	13	8	-	-	4	15	10	9	-	19	23	15	10	11	7	2	3	1	1	7	30	-	7	31 (B)	7	2	10	26 (A B)	1	17	21 (B)	1	17	20		
	%	15%	12%	11%	21%	19%	-	-	13%	19%	12%	19%	-	17%	14%	17%	13%	13%	19%	16%	8%	23%	-	10%	6%	10%	18%	-	6%	27%	6%	8%	29%	-	11%	27%	7%	12%	22%	
7	Count	48	11	16	13	8	-	1	8	14	17	8	1	22	25	27	21	13	10	11	5	3	6 (A B C)	2	12	34	3	16	29	6	22	20	3	30	15	3	27	18		
	%	19%	14%	25%	21%	19%	-	13%	27%	18%	20%	17%	13%	20%	19%	17%	17%	16%	19%	23%	10%	15%	23%	60%	11%	18%	21%	10%	15%	26%	18%	22%	19%	19%	20%	19%	21%	18%	20%	
6	Count	32	16 (C)	10	2	3	1 (C)	-	4	9	14	5	-	13	19	20	12	8	7	10	4	3	-	4	10	18	4 (C)	25 (C)	3	4	22	6	2	20	10	2	10			
	%	13%	21%	15%	3%	7%	50%	-	13%	11%	16%	10%	-	12%	14%	14%	11%	11%	12%	15%	23%	-	22%	15%	11%	14%	23%	3%	12%	18%	7%	12%	13%	13%	14%	14%	11%			
Neither favourable nor unfavourable 5	Count	66	27	16	16	7	-	1	5	20	27	13	1	25	40	31	35	24	15	13	10	2	2	9 (C)	24 (C)	33	10 (C)	45 (C)	11	12 (C)	47 (C)	7	5	53 (C)	8	4	50 (C)	12		
	%	26%	35%	25%	25%	16%	-	13%	17%	25%	32%	27%	13%	23%	30%	22%	31%	32%	26%	19%	38%	15%	20%	50%	36%	20%	34%	42%	10%	35%	38%	8%	29%	34%	10%	29%	34%	13%		
4	Count	8	3	2	2	1	-	-	2	3	2	1	-	5	3	6	2	3	2	3	2	3	-	3	5	-	6	2	1	6	1	6	2	-	6	2	-	6		
	%	3%	1%	6%	3%	2%	-	-	7%	4%	2%	2%	-	5%	2%	4%	2%	3%	5%	4%	-	-	-	4%	3%	-	6%	2%	3%	5%	1%	-	4%	3%	-	4%	2%	-	4%	
3	Count	5	-	1	3	1	-	-	2	2	1	-	-	4	1	1	4	2	1	1	1	1	-	1	1	3	3	1	1	2	1	-	5	-	1	4	-	-		
	%	2%	-	2%	5%	2%	-	-	7%	3%	1%	-	-	4%	1%	1%	4%	3%	2%	1%	4%	-	-	6%	1%	2%	10%	1%	1%	2%	1%	-	3%	-	7%	3%	-	-		
2	Count	7	2	-	3	2	-	1	1	1	3	2	1	4	1	4	3	2	1	2	1	-	-	1	3	5 (C)	-	2	5 (B)	-	1	6	-	1	6	-	1	6		
	%	3%	3%	-	5%	5%	-	13%	3%	1%	4%	2%	13%	2%	3%	3%	3%	4%	2%	3%	4%	-	-	6%	4%	2%	17%	-	2%	15%	2%	-	6%	3%	1%	7%	4%	-	-	
1	Count	1	-	-	-	1	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	1	-	1	-	1	-	1	-	-	-	-	1	-		
	%	0%	-	-	-	2%	-	13%	-	-	-	-	13%	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	1%	-	1%	-	6%	-	-	-	-	-	1%		
Very unfavourable 0	Count	1	-	-	-	1	-	1	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1	-		
	%	0%	-	-	-	2%	-	-	-	3%	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	1%	-	-	



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q2 How favourable or unfavourable are your impressions of each of the following industries in the UK? - Summary Tables

		Q2 How favourable or unfavourable are your impressions of each of the following industries in the UK?										Nets			Mean			
		Total	Very unfavourable 0	1	2	3	4	Neither favourable nor unfavourable 5		6	7	8	9	Very favourable 10		Unfavourable (0-3)	Neither (4-6)	Favourable (7-10)
Medical devices industry	250	1	1	7	7	5	8	66	32	48	38	34	10	14	106	130	8	
	100%	0%	0%	3%	3%	2%	3%	26%	13%	19%	15%	14%	4%	6%	42%	52%		
Pharmaceutical industry	250	3	3	12	11	21	49	38	46	34	26	7	29	108	113	7		
	100%	1%	1%	5%	4%	8%	20%	15%	18%	14%	10%	3%	12%	43%	45%			
Consumer products industry	250	2	-	8	11	15	94	42	41	24	9	4	21	151	78	7		
	100%	1%	-	3%	4%	6%	38%	17%	16%	10%	4%	2%	8%	60%	31%			
Food manufacturing industry	250	2	2	7	21	27	75	42	37	28	7	2	32	144	74	7		
	100%	1%	1%	3%	8%	11%	30%	17%	15%	11%	3%	1%	13%	58%	30%			
Energy industry	250	6	4	22	22	44	76	32	19	18	4	3	54	152	44	6		
	100%	2%	2%	9%	9%	18%	30%	13%	8%	7%	2%	1%	22%	61%	18%			
Banking industry	250	22	18	26	21	36	66	25	23	10	8	5	87	117	46	5		
	100%	9%	7%	10%	8%	14%	22%	10%	9%	4%	3%	2%	35%	47%	18%			
Tobacco industry	250	105	36	28	16	12	31	7	5	6	3	1	185	50	15	3		
	100%	42%	14%	11%	6%	5%	12%	3%	2%	2%	1%	0%	74%	20%	6%			

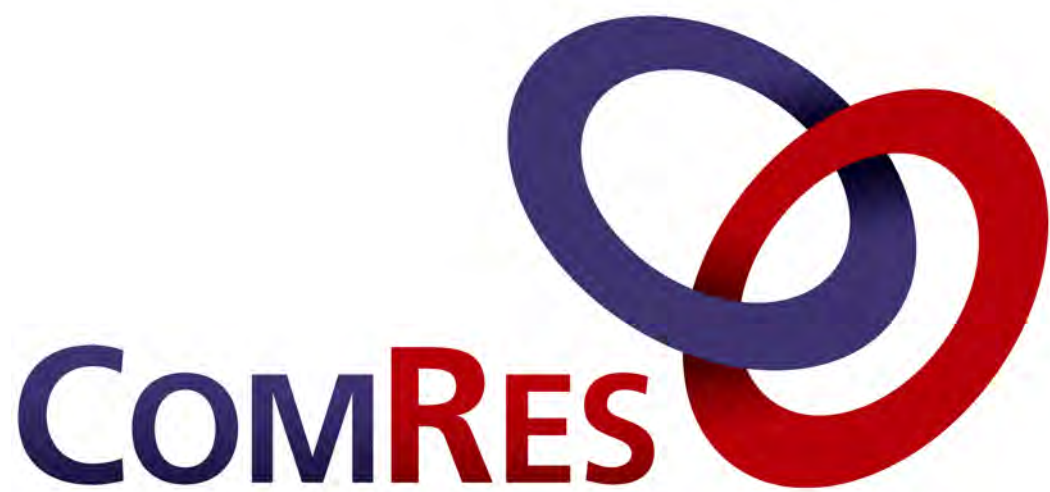


Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q3 How trustworthy or untrustworthy do you consider each of the following industries in the UK? - Consumer products industry

Base: All

		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy								
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89							
Trustworthy	Count	59	19	13	8	19 (B C)	-	3	8	27 (D)	12	9	3	35 (C)	21	42 (B)	17	18	15	17	2	5	2	1	6	52 (B)	3	15	41 (A B)	2	12	45 (A B)	4	26	29 (B)	3	22	34 (B)							
	%	24%	25%	20%	13%	44%	-	38%	27%	34%	14%	19%	38%	32%	16%	30%	15%	24%	26%	25%	8%	38%	20%	6%	9%	32%	10%	14%	36%	6%	10%	49%	24%	17%	37%	21%	15%	38%							
Neither	Count	166	51	44	48 (D)	21	2	5	18	48	60	35	5	66	95	83	83 (A)	49	37	44	22	6	8	13	49	104	16	83 (C)	67	20	104 (A C)	42	8	111	47	6	107	53							
	%	66%	66%	68%	76%	49%	100%	63%	60%	61%	71%	73%	63%	61%	71%	60%	74%	65%	64%	65%	85%	46%	80%	72%	73%	63%	55%	77%	59%	59%	83%	46%	47%	72%	59%	43%	73%	60%							
Untrustworthy	Count	25	7	8	7	3	-	-	4	4	13	4	-	8	17	13	12	8	6	7	2	2	-	4 (C)	12 (C)	9	10 (B C)	10	5	12 (B C)	9	4	5 (C)	17	3	5 (B C)	18 (C)	2							
	%	10%	9%	12%	11%	7%	-	-	13%	5%	15%	8%	-	7%	13%	9%	11%	11%	10%	10%	8%	15%	-	22%	18%	5%	34%	9%	4%	35%	7%	4%	29%	11%	4%	36%	12%	2%							



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q3 How trustworthy or untrustworthy do you consider each of the following industries in the UK? - Consumer products industry

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI			
		GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy		
Total	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)		
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89	
	Mean	6	6	6	6	7	6	8	7	7	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	7	6	6	7	5	6	7	6	7	6	7	6		
	Median	6	6	6	6	7	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	7	6	7	6	6	7	6	7	6		
Very trustworthy 10	Count	6	1	1	1	3	-	2 (C D)	1	2	1	-	2 (B C)	1	5	1	4	1	1	-	-	-	-	2	4	1	-	5	-	-	6	7	6	2 (B)	1	3	-	2	1
	%	2%	1%	2%	2%	7%	-	25%	3%	3%	1%	-	25%	3%	1%	4%	1%	5%	2%	1%	-	-	-	3%	2%	3%	-	4%	-	-	7%	12%	1%	4%	-	1%	4%		
	Count	6	1	2	1	2	-	1	1	3	1	-	1 (C)	4	1	5	1	1	4	-	-	-	-	6	1	-	6	-	1	5 (B)	-	3	3	-	1	5 (B)			
9	Count	6	2	1%	3%	2%	5%	-	13%	3%	4%	1%	-	13%	4%	1%	2%	6%	-	1%	2%	6%	-	1%	4%	-	1%	5%	-	1%	5%	-	2%	4%	-	1%	6%		
	%	2%	1%	3%	2%	5%	-	13%	3%	4%	1%	-	13%	4%	1%	2%	6%	-	1%	2%	6%	-	1%	4%	-	1%	5%	-	1%	5%	-	2%	4%	-	1%	6%			
	Count	16	4	3	3	6	-	-	1	6	4	5	-	7	9	13 (B)	3	5	7	3	-	1	-	-	16	1	-	16	1	5	10	-	4	12 (B)	-	8	-	6	10 (B)
7	Count	6	1	3%	8%	3%	8%	-	12%	3%	4%	-	12%	3%	4%	12%	3%	4%	12%	3%	4%	12%	3%	4%	12%	3%	4%	12%	3%	4%	12%	3%	4%	12%	3%	4%	12%	3%	4%
	%	6%	1%	3%	8%	3%	8%	-	12%	3%	4%	-	12%	3%	4%	12%	3%	4%	12%	3%	4%	12%	3%	4%	12%	3%	4%	12%	3%	4%	12%	3%	4%	12%	3%	4%	12%	3%	4%
	Count	31	13	7	3	8	-	-	5	16	6	4	-	21 (C)	10	23 (B)	8	8	6	9	2	4	2	1	4	26	1	10	20	2	7	22 (B)	2	14	15	3	13	15	
6	Count	12%	17%	11%	5%	19%	-	-	17%	20%	7%	8%	-	19%	8%	17%	7%	11%	10%	13%	8%	31%	20%	6%	16%	3%	9%	18%	6%	7%	24%	12%	9%	19%	21%	9%	17%	9%	
	%	12%	17%	11%	5%	19%	-	-	17%	20%	7%	8%	-	19%	8%	17%	7%	11%	10%	13%	8%	31%	20%	6%	16%	3%	9%	18%	6%	7%	24%	12%	9%	19%	21%	9%	17%	9%	
	Count	16	6	10	5	22	-	-	12	23	13	16	11	-	23	15	23	16	10	5	-	2	18	5	28	12	18	16	11	5	28	12	18	25	17	25	17		
Neither trustworthy nor untrustworthy 5	Count	18%	23%	20%	11%	16%	-	-	20%	15%	19%	23%	-	17%	20%	21%	14%	16%	28%	15%	19%	-	20%	28%	18%	17%	17%	16%	20%	15%	18%	20%	12%	16%	23%	14%	17%	20%	
	%	18%	23%	20%	11%	16%	-	-	20%	15%	19%	23%	-	17%	20%	21%	14%	16%	28%	15%	19%	-	20%	28%	18%	17%	17%	16%	20%	15%	18%	20%	12%	16%	23%	14%	17%	20%	
	Count	92	21	25	35 (A D)	9	2	4	10	24	35	19	4	34	54	40	52 (A)	26	17	29	12	4	4	6	32	54	11	47	34	14	59 (C)	19	5	64	23	2	63	27	
4	Count	37%	27%	38%	56%	21%	100%	50%	33%	30%	41%	40%	50%	31%	41%	29%	46%	35%	29%	43%	46%	31%	40%	33%	48%	33%	38%	44%	30%	41%	47%	21%	29%	42%	29%	14%	43%	30%	
	%	37%	27%	38%	56%	21%	100%	50%	33%	30%	41%	40%	50%	31%	41%	29%	46%	35%	29%	43%	46%	31%	40%	33%	48%	33%	38%	44%	30%	41%	47%	21%	29%	42%	29%	14%	43%	30%	
	Count	29	12	6	6	5	-	1	2	12	9	5	1	14	14	14	15	11	4	5	2	2	2	5	22	5	19	10	1	23 (C)	5	1	22	6	2	19	8		
3	Count	12%	16%	9%	10%	12%	-	-	13%	10%	13%	10%	13%	11%	10%	13%	15%	13%	7%	18%	15%	20%	11%	7%	13%	-	18%	9%	3%	18%	5%	6%	14%	8%	14%	13%	9%	5%	
	%	12%	16%	9%	10%	12%	-	-	13%	10%	13%	10%	13%	11%	10%	13%	15%	13%	7%	18%	15%	20%	11%	7%	13%	-	18%	9%	3%	18%	5%	6%	14%	8%	14%	13%	9%	5%	
	Count	17	4	5	5	3	-	-	3	2	8	4	-	5	12	11	6	6	5	4	-	2	-	1	9 (C)	7	5 (C)	8	4	6 (C)	3	3	3	3	11	3	3 (C)	12	2
2	Count	7%	5%	8%	8%	7%	-	-	10%	3%	9%	8%	-	9%	8%	5%	8%	9%	6%	-	15%	-	6%	13%	4%	17%	7%	4%	18%	6%	3%	18%	7%	4%	21%	8%	2%	7%	4%
	%	7%	5%	8%	8%	7%	-	-	10%	3%	9%	8%	-	9%	8%	5%	8%	9%	6%	-	15%	-	6%	13%	4%	17%	7%	4%	18%	6%	3%	18%	7%	4%	21%	8%	2%	7%	4%
	Count	6	3	3	3	1	-	-	1	1	4	-	-	4	1	5	2	5	1	2	-	2	-	2 (C)	3	1	4 (B)	2	5 (C)	-	1	5	1	5	1	5	1	5	
1	Count	2%	4%	3%	2%	-	-	-	3%	1%	5%	-	-	2%	3%	1%	4%	3%	2%	1%	8%	-	11%	4%	1%	14%	2%	-	1%	15%	-	1%	6%	3%	-	7%	3%	-	
	%	2%	4%	3%	2%	-	-	-	3%	1%	5%	-	-	2%	3%	1%	4%	3%	2%	1%	8%	-	11%	4%	1%	14%	2%	-	1%	15%	-	1%	6%	3%	-	7%	3%	-	
	Count	1	-	1	-	-	-	-	-	1	-	-	-	1	1	-	-	-	-	1	-	-	-	-	1	-	-	1	-	1	-	1	-	-	1	-	-		
Very untrustworthy 0	Count	0%	-	2%	-	-	-	-	1	-	1%	-	-	1%	-	1%	-	-	-	1	-	-	-	1%	-	1%	-	1%	-	1%	-	1%	-	1%	-	7%	-	-	
	%	0%	-	2%	-	-	-	-	1	-	1%	-	-	1%	-	1%	-	-	1	-	-	-	1%	-	1%	-	1%	-	1%	-	1%	-	1%	-	7%	-	-		
	Count	1	-	-	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		

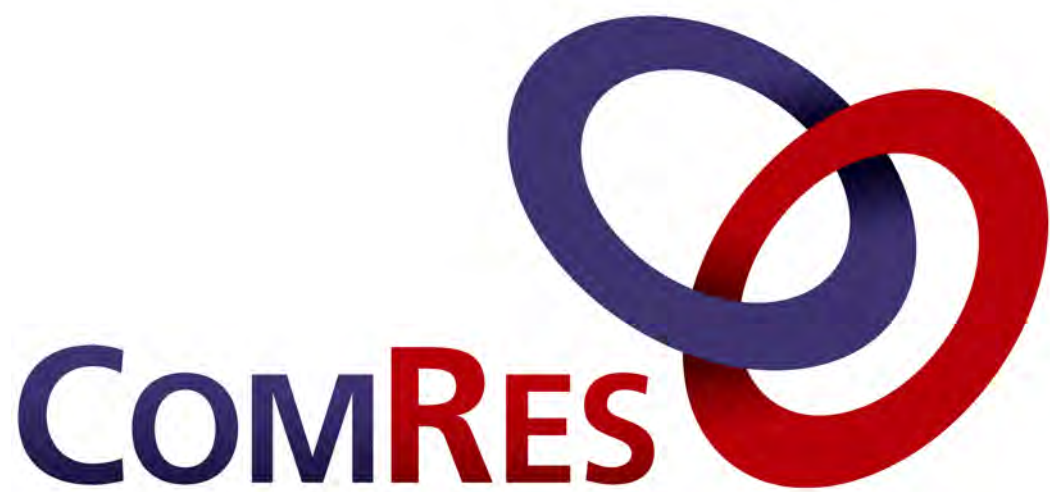


Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q3 How trustworthy or untrustworthy do you consider each of the following industries in the UK? - Food manufacturing industry

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		GP (A)	Hospital/Seco ndary Care Doctor (B)	Nurse (C)	Pharmacist (D)	Other (E)	Under 25 (A)	25-34 (B)	35-44 (C)	45-54 (D)	55+ (E)	Under 25 (A)	25-44 (B)	44+ (C)	Male (A)	Female (B)	South East (A)	Midlands (B)	North (C)	Wales and South West (D)	Scotland (E)	Northern Ireland (F)	Unfamiliar (A)	Neither (B)	Familiar (C)	Unfavourable (A)	Neither (B)	Favourable (C)	Untrustworthy (A)	Neither (B)	Trustworthy (C)	Unfavourable (A)	Neither (B)	Favourable (C)	Untrustworthy (A)	Neither (B)	Trustworthy (C)			
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	2	113	34	125	91	2	17	154	79	14	147	89
	%	100	31	26	25	17	1	3	12	31	33	18	3	43	53	55	45	28	24	28	10	5	4	7	27	66	12	43	1	45	14	49	36	1	7	60	30	23	35	
Trustworthy	Count	67	22	16	15	14	-	2	10	26	13	16	2	36	29	42	25	18	20	20	5	1	3	3	12	52	3	13	1	12	54 (A B)	1	29	37 (A B)	-	25	42 (B)			
	%	27	29	25	24	33	-	25	33	33	15	33	25	33	22	30	22	24	34	29	19	8	30	18	32	10	12	45	3	10	59	6	19	47	-	17	47			
Neither	Count	140	46	36	40	25	2	3	19	43	56	28	3	62	84	79	70	43	29	42	16	7	13	44	92	15	79 (C)	16	55	102 (A C)	31	12	98	38	11	95 (C)	43			
	%	60	60	55	63	58	100	38	63	54	66	58	38	57	63	57	63	57	50	62	69	77	70	72	66	56	52	73	49	47	82	34	71	64	49	79	65	48		
Untrustworthy	Count	34	9	13	8	4	-	3	1	10	16	4	3	11	20	17	17	14	9	6	3	2	-	2	11	21	11 (B C)	16	7	17 (B C)	11	6	4 (C)	27 (C)	3	3	27 (C)	4		
	%	14	12	20	13	9	-	38	3	13	19	8	38	10	15	12	15	19	16	9	12	15	-	11	16	13	38	15	6	50	9	7	24	18	4	21	18	4		



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q3 How trustworthy or untrustworthy do you consider each of the following industries in the UK? - Food manufacturing industry

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI				
		GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy			
Total	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)			
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89		
	Mean	6	7	6	6	7	5	6	7	7	6	7	6	7	6	7	6	7	6	6	6	6	7	6	6	6	5	6	7	5	6	8	6	7	5	6	7			
	Median	6	6	6	6	6	5	6	7	6	6	6	6	7	6	6	6	6	6	6	6	6	6	6	6	6	5	6	7	5	6	8	5	6	7	5	6			
Very trustworthy 10	Count	4	1	-	-	2	-	1	1	1	1	-	1	4	-	2	1	4	-	2	1	1	-	-	-	1	3	1	-	3	-	-	4	1	-	2	1	-	3	
	%	2%	1%	-	-	5%	-	13%	3%	1%	1%	-	13%	2%	1%	3%	-	3%	2%	1%	3%	-	-	-	1%	2%	3%	-	3%	-	-	4%	6%	1%	-	2%	1%	-	2%	
	9	Count	9	5	-	2	2	-	-	1	5	1	2	-	6	3	5	3	1	-	6	3	1	-	-	1	8	-	-	9	-	2	7 (B)	-	3	6 (B)	-	1	8 (B)	
8	Count	4	1	-	-	3%	5%	-	-	3%	6%	1%	4%	-	2%	4%	3%	7%	5%	1%	-	-	-	-	-	1%	5%	-	-	8%	-	2%	8%	-	2%	8%	-	1%	9%	
	%	18	6	6	3	3	-	-	2	6	3	5	-	10	8	11	7	3	5	7	2	-	1	-	3	15	-	2	16 (B)	-	3	15 (B)	-	9	9	-	6	12 (B)		
	7	Count	36	10	9	10	7	-	1	6	12	8	9	1	18	17	21	15	8	11	3	1	2	3	7	26	2	11	23	1	7	28 (A B)	-	15	21 (B)	-	15	21 (B)		
6	Count	14%	13%	14%	16%	16%	-	13%	20%	15%	9%	19%	13%	17%	13%	15%	13%	11%	19%	16%	12%	8%	20%	10%	16%	7%	10%	20%	3%	6%	31%	-	10%	27%	-	10%	24%			
	%	18	15	11	5	7	-	1	8	11	13	5	1	19	18	21	17	13	5	11	5	3	1	4	15	19	4	15	18	4	22	12	4	23	11	4	23			
	5	Count	15%	19%	17%	8%	16%	-	13%	27%	14%	15%	10%	13%	17%	14%	15%	15%	17%	9%	16%	19%	23%	10%	22%	15%	22%	12%	14%	17%	14%	12%	18%	13%	24%	15%	14%	23%	16%	12%
Neither trustworthy nor untrustworthy 5	Count	70	20	20	22	8	-	1	6	23	25	15	1	29	40	34	36	20	15	19	8	3	5	8	20	42	7	40 (C)	23	7	54 (A C)	9	2	49	19	2	45	23		
	%	28%	26%	31%	35%	19%	-	13%	20%	29%	29%	31%	13%	27%	30%	25%	32%	27%	26%	28%	31%	23%	50%	44%	30%	25%	24%	37%	20%	21%	43%	10%	12%	32%	24%	14%	31%	26%		
	4	Count	41	11	5	13	10	2	1	5	9	16	8	1	14	26	24	17	10	9	12	5	4	1	9	31	4	21	16	5	26	10	6 (C)	26	9	27	9	1	7	
3	Count	16%	14%	8%	21%	23%	100%	13%	17%	11%	21%	17%	13%	13%	20%	17%	15%	13%	16%	18%	19%	31%	10%	6%	13%	19%	14%	19%	14%	15%	21%	11%	35%	17%	11%	36%	18%	10%		
	%	21	7	11	2	1	-	2	1	6	10	2	2	7	12	12	9	10	7	2	1	1	-	1	9	11	6 (C)	9	6	8 (B C)	7	6	3 (C)	17 (C)	1	-	18 (C)	3		
	2	Count	8%	9%	17%	3%	2%	-	25%	3%	8%	12%	4%	25%	6%	9%	9%	8%	13%	12%	3%	4%	8%	-	6%	13%	7%	21%	8%	5%	6%	7%	18%	11%	1%	-	12%	3%	-	
2	Count	8	1	1	4	2	-	1	-	2	3	2	5	2	6	3	2	3	1	2	1	2	1	7	2	6	5 (B)	3	-	2	7	1	1	7	1	1	7			
	%	3%	1%	2%	6%	5%	-	13%	-	3%	4%	4%	13%	2%	4%	1%	5%	4%	2%	1%	8%	-	1%	-	4%	7%	6%	-	15%	2%	-	-	-	5%	1%	7%	5%	-		
	1	Count	4	1	1	1	1	-	-	-	1	3	-	-	1	3	3	1	1	1	2	-	-	-	-	1	3	2	1	1	3 (B)	1	-	1	2	1	1	1		
Very untrustworthy 0	Count	1	-	-	2%	2%	2%	-	-	-	-	-	-	-	1	2%	1	1	1	1	1	-	-	-	-	1%	2%	7%	1%	-	1%	9%	1%	-	6%	1%	-	14%	1%	1%
	%	0%	-	-	2%	-	-	-	-	-	1%	-	-	-	1%	-	-	-	-	-	-	-	-	-	6%	-	-	3%	-	-	3%	-	-	-	1%	-	1%	-	1%	



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q3 How trustworthy or untrustworthy do you consider each of the following industries in the UK? - Banking Industry

Base: All

		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		Hospital/secondary Care																																											
		GP	Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy								
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)					
		Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89					
Total	Count	39	10	9	5	14 (C)	1	3 (D)	4	16	5	11 (D)	3	20	16	25	14	14	11	12	2	-	-	-	4	35 (B)	2	4	33 (A B)	-	3	36 (B)	2	13	24 (B)	-	8	31 (B)							
Trustworthy	%	16%	13%	14%	8%	33%	50%	38%	13%	20%	6%	23%	38%	18%	12%	18%	13%	19%	19%	18%	8%	-	-	-	6%	21%	7%	4%	29%	-	2%	40%	12%	8%	30%	-	5%	35%							
Neither	Count	110	33	31	31	14	1	2	12	28	45	23	2	40	68	57	53	29	25	31	14	8	3	7	32	71	7	59 (A)	44	11	66 (C)	33	6	70	34	5	73	32							
	%	44%	43%	48%	49%	33%	50%	25%	40%	35%	53%	48%	25%	37%	51%	41%	47%	39%	43%	46%	54%	62%	30%	39%	48%	43%	24%	55%	39%	32%	53%	36%	35%	45%	43%	36%	50%	36%							
Untrustworthy	Count	101	34	25	27	15	-	3	14	35	35	14	3	49	49	56	45	32	22	25	10	5	7	11	31	59	20 (B C)	45	36	23 (C)	56 (C)	22	9	71 (C)	21	9 (C)	66 (C)	26							
	%	40%	44%	38%	43%	35%	-	38%	47%	44%	41%	29%	38%	45%	37%	41%	40%	43%	38%	37%	38%	70%	61%	46%	36%	69%	42%	32%	68%	45%	24%	53%	46%	27%	64%	45%	29%								



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q3 How trustworthy or untrustworthy do you consider each of the following industries in the UK? - Banking industry

Base: All

		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.								Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy		
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89		
	Mean	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	3	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
	Median	5	5	5	5	5	8	6	5	5	5	5	5	6	5	5	5	5	5	5	5	3	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
Very trustworthy 10	Count	2	1	-	-	1	-	1	-	1	-	-	1	-	2	-	-	1	-	1	-	-	-	-	2	-	-	-	-	-	-	-	-	1	1	-	1	-	1	
	%	1%	1%	-	-	2%	-	13%	-	1%	-	-	1%	-	1%	-	1%	-	1%	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	1%	1%	-	1%	-	1%	
	Count	7	2	-	-	5 (A)	-	1	5	-	1	-	1	-	6 (C)	1	5	2	3	1	3	-	-	-	1	6	1	-	6	-	7	1	1	1	5	1	1	6 (B)	-	1
9	Count	3	3%	-	-	12%	-	-	3%	6%	-	2%	-	-	1%	4%	2%	4%	2%	4%	-	-	-	1%	4%	3%	-	5%	-	-	-	8%	6%	1%	6%	-	1%	7%		
	%	18%	4	6	3	4	-	13%	2	5	4	6	1	7	10	8	8	6	4	-	-	-	-	17 (B)	1	2	15 (B)	-	2	16 (B)	-	6	12 (B)	-	3	15 (B)	-	3		
	%	70%	9%	10%	9%	10%	50%	13%	6%	10%	6%	13%	4%	13%	6%	8%	7%	11%	10%	6%	-	-	-	1%	10%	3%	13%	2%	13%	2%	17%	2%	4%	17%	2%	4%	17%	2%	4%	
7	Count	12	3	3	2	4	-	1	1	5	1	4	1	6	5	8	4	2	4	4	2	-	-	2	10	-	2	10 (B)	-	1	11 (B)	1	5	6	-	3	9 (B)	-	3	
	%	5%	4%	5%	3%	9%	-	13%	3%	6%	1%	8%	13%	6%	4%	6%	4%	3%	7%	6%	8%	-	-	3%	6%	7%	-	2%	9%	-	1%	12%	6%	3%	8%	-	2%			
	%	25	8	6	6	5	-	14	6	5	4	6	1	7	10	8	8	6	4	-	-	-	9	12	1	10	12	-	13	12	-	16	17	6	12	16	17	6	12	
6	Count	10%	10%	9%	10%	12%	-	-	7%	13%	9%	10%	-	11%	10%	10%	10%	12%	9%	13%	4%	8%	-	11%	10%	10%	3%	9%	12%	-	10%	14%	6%	10%	10%	14%	12%	7%		
	%	40	10	13	14	2	1	1	5	9	19	6	1	14	25	17	23	13	9	7	2	-	-	23	15	23	2	25	13	4	29 (C)	7	4	24	12	2	27			
	%	16%	13%	20%	22%	5%	50%	13%	17%	11%	22%	13%	13%	13%	19%	12%	21%	17%	16%	13%	27%	15%	-	11%	21%	22%	14%	7%	23%	12%	23%	8%	24%	16%	15%	14%	16%			
4	Count	45	15	12	11	7	-	1	5	9	18	12	1	14	30	26	19	7	11	13	6	5	3	3	10	32	4	24	17	7	25	13	4	30	14	1	29	15	7	
	%	18%	19%	18%	17%	16%	-	13%	17%	11%	21%	25%	13%	13%	23%	19%	17%	9%	19%	19%	23%	38%	30%	17%	15%	19%	14%	22%	15%	21%	20%	14%	6%	19%	18%	7%	20%			
	Count	29	6	7	10	6	-	-	2	11	11	5	-	13	16	14	15	7	7	10	1	3	1	2	9	18	4	15	10	4	18	7	2	22	5	3	19	7	3	
3	Count	12%	8%	11%	16%	14%	-	-	7%	14%	13%	10%	-	12%	12%	10%	13%	9%	12%	15%	4%	23%	10%	11%	13%	11%	14%	14%	9%	12%	14%	8%	12%	14%	6%	21%	13%	8%		
	%	24	7	8	7	2	-	-	4	7	11	2	-	11	13	13	11	7	8	2	4	2	1	3	4	17	5	11	4	15	5	4	17	1	14	9	1	14		
	%	10%	9%	12%	11%	5%	-	-	13%	9%	13%	4%	-	10%	9%	10%	9%	14%	3%	15%	15%	10%	17%	6%	10%	17%	7%	10%	12%	12%	5%	6%	10%	9%	7%	10%	10%	7%		
2	Count	20	10	6	2	2	-	1	2	8	7	2	1	10	9	15	5	7	3	6	3	-	1	2	11	5	9	6	2	1	1	5	6	10	2	16 (C)	2	2		
	%	8%	13%	9%	3%	5%	-	13%	7%	10%	8%	4%	13%	9%	7%	11%	4%	9%	5%	9%	12%	-	10%	11%	10%	7%	17%	8%	10%	17%	5%	6%	12%	29%	9%	11%	14%	29%		
	%	28	11	4	8	5	-	2	9	6	5	4	2	15	9	11	7	14	4	5	7	2	-	4 (B)	4	7	11	4	6	9	9 (B C)	11	8	5	3	17	8	3		
Very untrustworthy 0	Count	11%	14%	6%	13%	12%	-	25%	20%	11%	6%	7%	10%	25%	14%	8%	10%	13%	15%	7%	10%	8%	-	40%	22%	16%	8%	21%	12%	8%	26%	9%	9%	6%	12%	10%	21%	12%	9%	
	%																																							

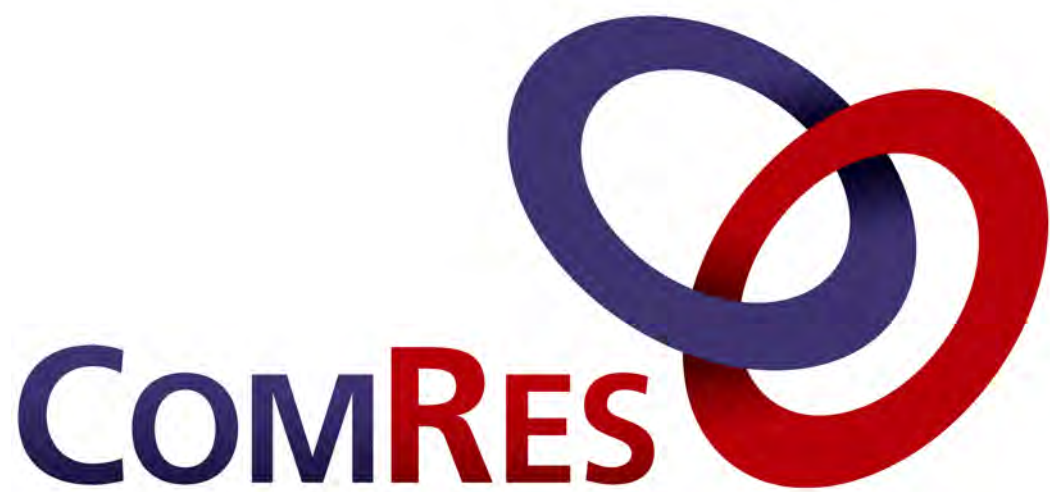


Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q3 How trustworthy or untrustworthy do you consider each of the following industries in the UK? - Energy industry

Base: All

		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		Total	GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy							
	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89							
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89							
Trustworthy	Count	38	11	7	5	15 (B C)	-	3 (D)	5	18 (D)	4	8	3 (C)	23 (C)	12	26	12	16	8	10	2	-	2	-	4	34 (B)	1	10	27 (A B)	-	8	30 (B)	2	14	22 (B)	1	12	25 (B)							
	%	15%	14%	11%	8%	35%	-	38%	17%	23%	5%	17%	38%	21%	9%	19%	11%	21%	14%	15%	8%	-	20%	-	6%	3%	9%	24%	-	6%	33%	12%	9%	28%	7%	8%	28%								
Neither	Count	151	50	40	38	21	2	4	18	45	54	30	4	63	84	83	68	40	38	39	18	9	7	13	43	95	15	71	65	17	86 (C)	48	13	92	46	8	90	53							
	%	60%	65%	62%	60%	49%	100%	50%	60%	57%	64%	63%	50%	58%	63%	60%	61%	53%	66%	57%	69%	69%	70%	72%	64%	58%	52%	66%	58%	50%	69%	53%	76%	60%	58%	57%	61%	60%							
Untrustworthy	Count	61	16	18	20	7	-	1	7	16	27	10	1	23	37	29	32	19	12	19	6	4	1	5	20	36	13 (C)	27	21	17 (B C)	31	13	2	48 (C)	11	5	45 (C)	11							
	%	24%	21%	28%	32%	16%	-	13%	23%	20%	32%	21%	13%	21%	28%	21%	29%	25%	21%	28%	23%	31%	10%	28%	30%	22%	45%	25%	19%	50%	25%	14%	12%	31%	14%	36%	31%	12%							



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q3 How trustworthy or untrustworthy do you consider each of the following industries in the UK? - Energy industry

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	
Total	Count	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)
	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89	
	Mean	5	5	5	5	6	5	7	6	6	5	6	5	6	5	5	5	5	5	5	6	5	6	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
	Median	6	5	6	5	6	6	7	6	6	5	6	6	5	6	6	6	5	5	6	5	6	6	6	5	5	6	5	5	6	5	5	5	5	5	5	6	6
Very trustworthy 10	Count	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	Count	8	1	-	1	6 (A C)	-	1	2	4	-	1	1 (C)	6	1	5	3	3	1	4	-	-	-	1	7	1	-	7	-	-	8	1	2	5	-	2	6 (B)	
	%	3%	1%	-	2%	14%	-	13%	7%	5%	-	2%	13%	6%	1%	4%	3%	4%	2%	6%	-	-	-	4%	3%	-	6%	-	-	9%	6%	1%	6%	-	1%	7%		
8	Count	10	2	4	2	2	-	1	1	4	1	3	1	5	4	7	3	5	3	2	-	-	-	-	1	9	-	1	9 (B)	-	1	9 (B)	-	3	7 (B)	-	1	9 (B)
	%	4%	3%	6%	3%	5%	-	13%	3%	5%	1%	6%	13%	5%	3%	5%	3%	7%	5%	3%	-	-	-	-	1%	4%	-	1%	8%	-	1%	10%	-	2%	9%	-	1%	10%
7	Count	20	8	3	2	7	-	1	2	10	3	4	1	12	7	14	6	8	4	2	-	2	2	-	2	18	-	9	11	-	7	13 (B)	1	9	10	1	9	10
	%	8%	10%	5%	3%	16%	-	13%	7%	13%	4%	8%	13%	11%	7%	11%	5%	11%	7%	6%	8%	-	20%	5%	3%	11%	-	8%	10%	-	6%	14%	6%	13%	7%	6%	11%	
6	Count	29	12	9	2	6	-	2	7	7	7	6	2	14	13	18	11	10	9	7	2	1	-	4	8	17	4	16	9	2	16	11	3	16	8	1	16	12
	%	12%	16%	14%	3%	14%	-	25%	23%	9%	8%	13%	25%	13%	10%	13%	10%	13%	16%	10%	8%	8%	-	22%	10%	12%	14%	15%	8%	6%	13%	12%	18%	12%	10%	7%	11%	13%
Neither trustworthy nor untrustworthy 5	Count	64	15	19	21	8	1	1	4	19	28	12	1	23	40	31	33	14	17	15	10	4	4	6	22	36	7	28	29	38	19	2	35	27	4	32	28	
	%	26%	19%	29%	33%	19%	50%	13%	13%	24%	33%	25%	13%	21%	30%	22%	29%	19%	29%	22%	38%	31%	40%	33%	29%	24%	26%	21%	30%	21%	12%	23%	34%	29%	22%	31%	22%	31%
4	Count	58	23	12	15	7	1	1	7	19	19	12	1	26	31	34	24	16	12	17	6	4	3	13	42	4	27	27	32	18	6 (C)	39	11	3	42 (C)	13		
	%	23%	30%	18%	24%	16%	50%	13%	23%	24%	22%	25%	13%	24%	23%	25%	21%	21%	21%	25%	24%	31%	30%	17%	19%	25%	14%	25%	24%	26%	20%	47%	25%	14%	21%	29%	15%	
3	Count	25	6	7	11	1	-	-	4	6	12	3	-	10	15	11	14	9	6	7	2	1	-	2	8	15	3	10	12	5	12	8	-	20	5	1	19	5
	%	10%	8%	11%	17%	2%	-	-	13%	8%	14%	6%	-	9%	11%	8%	13%	12%	10%	8%	8%	-	11%	12%	9%	10%	9%	11%	9%	-	13%	9%	6%	7%	13%	6%	9%	
2	Count	17	2	9	3	3	-	-	2	4	6	3	-	9	8	9	8	3	4	5	3	2	-	3	13	4	7	6	4	11	3	1	3	10	4	10	4	
	%	7%	3%	14%	5%	7%	-	-	7%	5%	9%	6%	-	6%	8%	7%	7%	4%	7%	7%	12%	15%	-	-	6%	8%	14%	6%	5%	9%	3%	6%	8%	4%	21%	7%	4%	
1	Count	8	4	1	2	1	-	-	-	3	4	1	-	3	5	4	4	1	1	4	1	1	-	1	2	5	3	3	2	3	2	-	7	1	-	8	-	
	%	3%	5%	2%	3%	2%	-	-	-	4%	5%	2%	-	3%	4%	3%	4%	1%	2%	6%	4%	-	6%	3%	10%	3%	2%	9%	2%	9%	2%	-	5%	1%	-	5%	-	
Very untrustworthy 0	Count	11	4	1	4	2	-	1	1	3	1	1	1	4	6	5	6	1	3	6	3	1	-	2	6 (C)	3	3 (C)	7	1	6 (B)	5	1	8	2	1	8	2	
	%	4%	5%	2%	6%	5%	-	13%	3%	4%	4%	6%	13%	4%	5%	4%	5%	8%	2%	4%	-	10%	11%	9%	2%	10%	6%	1%	18%	4%	-	6%	5%	3%	7%	5%	2%	

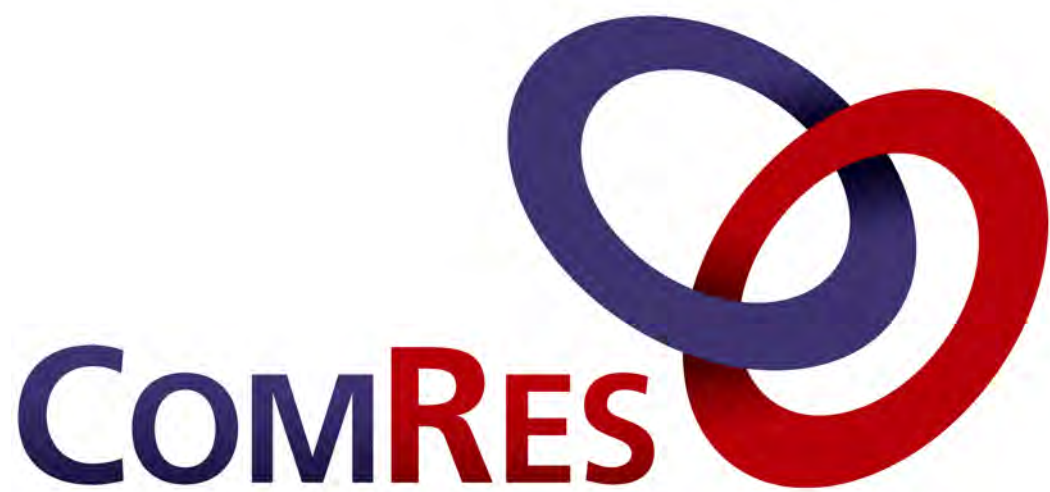


Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q3 How trustworthy or untrustworthy do you consider each of the following industries in the UK? - Tobacco Industry

Base: All

		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI						Trust in ABPI		
		Hospital/secondary Care																																														
		GP (A)	Doctor (B)	Nurse (C)	Pharmacist (D)	Other (E)	Under 25 (A)	25-34 (B)	35-44 (C)	45-54 (D)	55+ (E)	Under 25 (A)	25-44 (B)	44+ (C)	Male (A)	Female (B)	South East (A)	Midlands (B)	North (C)	Wales and South West (D)	Scotland (E)	Northern Ireland (F)	Unfamiliar (A)	Neither (B)	Familiar (C)	Unfavourable (A)	Neither (B)	Favourable (C)	Untrustworthy (A)	Neither (B)	Trustworthy (C)	Unfavourable (A)	Neither (B)	Favourable (C)	Untrustworthy (A)	Neither (B)	Trustworthy (C)											
Total	Count	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89											
Total	Count	18	4	4	1	8 (C)	1 (C)	-	4	10	3	1	-	14 (C)	4	11	7	12	3	3	-	-	-	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89										
	%	23%	6%	6%	2%	10%	50%	-	13%	13%	4%	2%	-	13%	3%	8%	6%	16%	5%	4%	-	-	-	2	16	3%	10%	3%	2%	13%	-	-	18	1	3	14 (B)	-	3	15 (B)									
	%	23%	6%	6%	2%	10%	50%	-	13%	13%	4%	2%	-	13%	3%	8%	6%	16%	5%	4%	-	-	-	2	16	3%	10%	3%	2%	13%	-	-	18	1	3	14 (B)	-	3	15 (B)									
Neither	Count	70	15	15	24	16	-	2	8	25	22	13	2	33	35	32	38	16	18	22	9	2	3	5	14	51	3	30	37	-	44	26	1	39	30 (A)	3	38	29										
	%	28%	19%	23%	38%	37%	-	25%	27%	32%	26%	27%	25%	30%	26%	23%	34%	21%	31%	32%	35%	15%	30%	28%	21%	31%	10%	28%	33%	-	35%	29%	6%	25%	38%	21%	26%	33%										
	%	28%	19%	23%	38%	37%	-	25%	27%	32%	26%	27%	25%	30%	26%	23%	34%	21%	31%	32%	35%	15%	30%	28%	21%	31%	10%	28%	33%	-	35%	29%	6%	25%	38%	21%	26%	33%										
Untrustworthy	Count	162	58 (D)	46	38	19	1	6	18	44	60	34	6	62	94	95	67	47	37	43	17	11	7	13	51 (C)	98	25 (C)	76 (C)	61	34	81	47	15 (C)	112 (C)	35	11	106 (C)	45										
	%	65%	75%	71%	60%	44%	50%	75%	60%	56%	71%	71%	75%	60%	57%	71%	69%	60%	65%	64%	63%	65%	85%	70%	54%	100%	65%	52%	88%	73%	44%	79%	72%	51%														
	%	65%	75%	71%	60%	44%	50%	75%	60%	56%	71%	71%	75%	60%	57%	71%	69%	60%	65%	64%	63%	65%	85%	70%	54%	100%	65%	52%	88%	73%	44%	79%	72%	51%														



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q3 How trustworthy or untrustworthy do you consider each of the following industries in the UK? - Tobacco industry

Base: All

		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.								Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy		
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)		
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89		
	Mean	4	3	3	3	5	6	2	4	4	3	3	2	4	3	3	4	3	3	3	3	3	3	3	3	4	2	3	4	1	3	4	2	3	5	3	3	4		
	Median	3	2	3	3	5	6	1	3	3	3	3	1	3	3	3	3	3	3	2	2	2	3	2	3	2	3	1	3	4	1	3	4	2	2	2	4			
Very trustworthy 10	Count	2	2	-	-	-	-	-	-	2	-	-	-	2	-	2	-	1	1	-	-	-	-	-	-	2	-	-	2	-	-	2	-	1	1	-	1	1		
	%	1%	3%	-	-	-	-	-	-	3%	-	-	-	2%	-	1%	-	1%	2%	-	-	-	-	-	-	1%	-	-	2%	-	-	2%	-	1%	1%	-	1%	1%		
	9	Count	5	1	1	-	3	-	-	1	3	1	-	-	4	1	5	-	4	-	1	-	-	-	1	4	1	-	4	-	-	5	1	-	4	1	-	1	4	
	%	2%	1%	2%	-	7%	-	-	3%	4%	1%	-	-	4%	1%	4%	-	5%	-	1%	-	-	-	1%	2%	3%	-	4%	-	-	5%	6%	-	5%	-	4%	-	1%	4%	
8	Count	4	-	1	-	2	-	-	2	1	-	-	-	3	1	1	-	3	-	1	-	-	-	-	-	1	3	-	-	4	-	-	4	-	1	3	-	-	4	
	%	2%	-	2%	-	5%	-	50%	7%	1%	1%	-	-	3%	1%	1%	3%	4%	-	1%	-	-	-	-	-	1%	2%	-	-	4%	-	-	4%	-	1%	4%	-	1%	4%	
7	Count	7	1	2	1	3	-	-	1	4	1	1	2	-	5	2	3	4	4	2	1	-	2	-	-	7	-	2	5	-	-	7	-	1	7	-	1	6		
	%	3%	1%	3%	2%	7%	-	-	3%	5%	1%	2%	-	5%	2%	2%	4%	5%	3%	1%	-	-	-	-	4%	-	2%	4%	-	8%	-	-	8%	-	1%	7%	-	1%	7%	
6	Count	8	4	-	3	1	-	-	2	1	-	5	-	4	4	4	4	2	4	-	-	-	-	1	6	1	6	-	3	5	-	3	4	-	5	3	4	2		
	%	3%	5%	-	5%	2%	-	-	7%	1%	-	10%	-	3%	4%	3%	4%	3%	3%	6%	-	-	-	6%	1%	4%	-	3%	4%	-	4%	3%	-	3%	4%	14%	3%	2%		
Neither trustworthy nor untrustworthy 5	Count	40	8	12	12	8	-	1	5	13	17	4	1	18	21	19	21	10	7	13	6	2	2	3	11	26	2	19	19	-	25	15	1	23	16	1	22	17		
	%	16%	10%	18%	19%	19%	-	13%	17%	16%	20%	8%	13%	17%	16%	14%	19%	13%	12%	19%	23%	15%	20%	17%	16%	7%	18%	17%	-	20%	16%	6%	15%	20%	7%	15%	19%			
	4	Count	22	3	3	9	7	-	1	1	11	5	4	1	12	9	9	13	4	9	3	1	2	1	1	19	16	1	14	8	-	14	8	-	11	-	12	10		
	%	9%	4%	5%	14%	16%	-	13%	3%	14%	6%	8%	13%	11%	7%	7%	12%	5%	16%	7%	12%	-	10%	6%	3%	12%	3%	7%	12%	-	11%	9%	-	7%	14%	-	8%	11%		
3	Count	15	2	6	4	3	-	-	2	2	5	6	-	4	11	11	4	4	5	4	1	1	-	2	3	10	-	7	8	1	10	4	-	11	4	-	8	7		
	%	6%	3%	9%	6%	7%	-	-	7%	3%	6%	13%	-	4%	8%	8%	4%	5%	6%	4%	8%	-	11%	4%	6%	-	7%	7%	8%	4%	-	7%	5%	-	5%	8%				
2	Count	32	14	10	3	4	1	-	1	11	13	7	-	12	20	20	12	13	5	6	5	3	2	6	24	3	20	10	3	19	10	1	23	8	2	20	10			
	%	13%	18%	15%	5%	9%	50%	-	3%	14%	15%	15%	-	11%	15%	14%	11%	17%	9%	9%	19%	23%	-	11%	9%	15%	7%	19%	9%	15%	11%	6%	14%	15%	10%	14%	11%			
1	Count	36	9	12	10	5	-	1	7	7	14	7	1	14	21	18	18	8	6	12	4	4	2	1	11	24	2	16	18	6	21	9	6	24	6	3	25	8		
	%	14%	12%	18%	16%	12%	-	13%	23%	9%	16%	15%	13%	13%	16%	13%	16%	11%	10%	18%	15%	31%	20%	6%	16%	15%	7%	15%	16%	18%	35%	17%	10%	35%	16%	8%	21%	17%		
Very untrustworthy 0	Count	79	33	18	21	7	-	5	8	24	28	14	5	32	42	46	33	22	21	7	21	3	5	8	31	40	21	33	25	18	31	54	17	54	4	17	6	53		
	%	32%	43%	28%	33%	16%	-	63%	27%	30%	33%	29%	63%	29%	32%	33%	29%	29%	36%	31%	27%	23%	50%	44%	46%	24%	72%	31%	22%	71%	25%	26%	47%	35%	22%	43%	36%	22%		

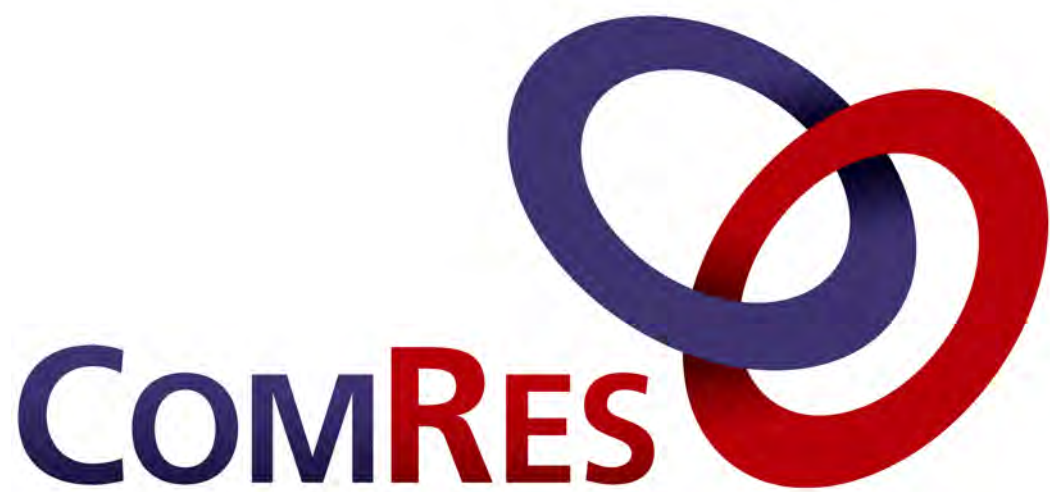


Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q3 How trustworthy or untrustworthy do you consider each of the following industries in the UK? - Medical devices industry

Base: All

		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		Hospital/secondary Care																																											
		GP	Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy								
Total	Count	77	65	63	43	2	8	30	79	85	48	8	109	133	141	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89							
Total	Count	109	31	27	24	26	1	4	15	39	30	21	4	54	51	63	46	33	26	32	10	4	4	9	17	83 (B)	8	25	76 (A,B)	6	33	70 (A,B)	7	52	50 (B)	8	46	55 (B)							
Trustworthy	%	44%	40%	42%	38%	60%	50%	50%	48%	35%	44%	50%	50%	38%	46%	41%	44%	46%	47%	38%	31%	40%	50%	25%	50%	28%	23%	67%	16%	26%	77%	41%	34%	63%	57%	31%	62%								
Neither	Count	133	45	34	37	16	1	3	14	37	53	26	3	51	70	69	64	40	28	34	16	9	6	6	47 (A,C)	80	18 (C)	80 (C)	35	23 (C)	90 (C)	8	96 (C)	29	5	95 (C)	33								
	%	53%	58%	52%	59%	37%	50%	38%	47%	47%	62%	54%	38%	47%	59%	50%	57%	53%	48%	50%	62%	69%	60%	33%	70%	48%	62%	74%	31%	68%	72%	22%	47%	62%	37%	36%	65%	37%							
Untrustworthy	Count	8	1	4	2	1	-	1	1	3	2	1	1	4	3	6	2	2	4	2	-	-	-	3 (C)	3	2	3	3	2	5 (B,C)	2	1	2	6	-	1	6	1							
	%	3%	1%	6%	3%	2%	-	13%	3%	4%	2%	2%	13%	4%	2%	3%	7%	3%	7%	10%	3%	-	-	-	17%	4%	1%	10%	3%	2%	15%	2%	1%	12%	2%	4%	-	7%	4%	1%					



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q3 How trustworthy or untrustworthy do you consider each of the following industries in the UK? - Medical devices industry

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.								Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI				
		GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy				
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)				
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	7	165	29	108	113	34	125	91	17	154	79	14	147	89		
	Mean	7	7	7	7	7	8	8	8	8	7	7	8	8	7	7	7	7	7	7	7	7	8	7	7	7	7	7	8	6	7	8	7	9	7	7	7	8	7	8	
	Median	7	7	7	7	8	8	8	8	7	7	7	8	7	7	7	7	7	7	7	7	7	7	8	7	7	7	8	6	7	8	7	9	7	7	7	8	7	8		
Very trustworthy 10	Count	8	2	1	4	1	-	2	-	1	2	3	2	1	5	3	5	3	-	5	-	-	-	-	1	7	-	-	8	-	-	8	-	-	5	-	2	6	7	8	
	%	3%	3%	2%	6%	2%	-	25%	-	1%	2%	6%	25%	1%	4%	2%	4%	4%	-	7%	-	-	-	-	1%	4%	-	-	7%	-	-	9%	-	2%	6%	-	1%	7%	-	-	
9	Count	23	7	6	3	7	-	1	4	8	4	6	1	12	13	15	8	7	6	8	1	1	-	-	3	20	-	3	20	1	3	19	1	8	7	14	7	16	7	-	
	%	9%	9%	9%	5%	16%	-	13%	13%	10%	5%	13%	13%	11%	7%	9%	10%	12%	4%	8%	-	-	-	4%	12%	-	3%	18%	3%	2%	21%	6%	5%	18%	-	5%	18%	-	5%		
8	Count	40	11	11	6	11	-	-	3	20	13	4	-	23	17	28	12	15	9	7	4	2	3	2	6	32	4	11	25	2	13	25	2	19	19	3	17	20	-	-	
	%	16%	14%	17%	10%	26%	50%	-	10%	25%	15%	8%	-	21%	13%	20%	11%	20%	16%	10%	15%	15%	30%	11%	9%	19%	14%	10%	22%	6%	10%	27%	12%	12%	24%	21%	12%	22%	-	-	
7	Count	38	11	9	11	7	-	1	8	10	11	8	1	18	19	17	21	8	11	12	5	1	1	7	24	7	24	4	11	23	3	17	18	4	22	12	5	20	13	-	-
	%	15%	14%	14%	17%	16%	-	13%	27%	13%	13%	17%	13%	17%	14%	12%	19%	11%	19%	18%	19%	10%	39%	19%	10%	15%	14%	10%	20%	9%	14%	20%	24%	14%	15%	14%	15%	-	-		
6	Count	63	21	16	16	9	1	1	7	21	22	12	1	28	34	38	25	14	16	16	5	7	5	1	17	45	6	32	25	11	37	15	36	19	2	43	18	-	-		
	%	25%	27%	25%	25%	21%	50%	13%	23%	27%	26%	25%	13%	26%	26%	28%	22%	19%	28%	24%	19%	54%	50%	6%	25%	27%	21%	30%	22%	32%	30%	16%	35%	25%	24%	14%	29%	20%	-	-	
Neither trustworthy nor untrustworthy 5	Count	60	20	16	18	6	-	2	6	15	26	11	2	21	37	26	34	21	11	15	10	2	1	5	25	30	9	43	8	8	47	5	1	50	9	2	45	13	-	-	
	%	24%	26%	25%	29%	14%	-	25%	20%	19%	31%	23%	25%	19%	28%	19%	30%	28%	19%	22%	38%	15%	10%	28%	37%	18%	31%	40%	7%	24%	38%	5%	6%	32%	11%	14%	31%	15%	-	-	
4	Count	10	4	2	3	1	-	-	1	1	5	3	-	5	5	5	5	1	3	1	-	-	-	2	5	3	5	2	4	6	-	1	8	1	7	1	2	-	-		
	%	4%	5%	3%	5%	2%	-	-	3%	1%	6%	6%	-	2%	6%	4%	4%	7%	2%	4%	-	-	-	7%	3%	10%	5%	2%	12%	5%	-	6%	5%	1%	7%	5%	2%	-	-		
3	Count	4	1	3	-	-	-	1	1	1	1	1	-	2	1	3	1	1	2	1	-	-	-	2	2	-	-	2	2	1	2	1	2	1	2	3	1	-	-		
	%	2%	1%	5%	-	-	-	13%	3%	1%	1%	-	13%	2%	1%	2%	1%	3%	1%	-	-	-	11%	3%	-	-	-	2%	2%	3%	2%	1%	12%	1%	-	-	2%	1%	-	-	
2	Count	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	%	0%	-	2%	-	-	-	-	-	-	1%	-	-	1%	-	1%	-	-	2%	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	
1	Count	1	-	-	1	-	-	-	-	-	-	1	-	-	1	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	%	0%	-	-	2%	-	-	-	-	-	-	1%	-	-	1%	-	-	-	-	-	-	-	-	-	1%	-	-	3%	-	-	-	-	-	-	-	-	-	-	-	-	-
Very untrustworthy 0	Count	2	-	-	1	-	-	-	1	-	1	-	-	1	-	1	1	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	7	1	-	
	%	1%	-	-	2%	2%	-	-	1%	-	1%	-	2%	-	1%	1%	1%	1%	-	1%	-	-	-	6%	-	1%	7%	-	-	-	-	-	-	-	-	1%	7%	1%	-	-	



Q3 How trustworthy or untrustworthy do you consider each of the following industries in the UK? - Summary Tables

Reputation of the Pharmaceutical Industry Among Healthcare Professionals

		Q3 How trustworthy or untrustworthy do you consider each of the following industries in the UK?											Nets			
		Very untrustworthy 0	1	2	3	4	Neither trustworthy nor untrustworthy 5	6	7	8	9	Very trustworthy 10	Untrustworthy (0-3)	Neither (4-6)	Trustworthy (7-10)	
	Total															Mean
Medical devices industry	250	2	1	1	4	10	60	63	38	40	23	8	8	133	109	7
	100%	1%	0%	0%	2%	4%	24%	25%	15%	16%	9%	3%	3%	53%	44%	
Pharmaceutical industry	250	5	3	12	14	33	47	45	36	29	20	6	34	125	91	7
	100%	2%	1%	5%	6%	13%	19%	18%	14%	12%	8%	2%	14%	50%	36%	
Consumer products industry	250	1	1	6	17	29	82	45	31	16	6	6	25	166	59	6
	100%	0%	0%	2%	7%	12%	37%	18%	12%	6%	2%	2%	10%	66%	24%	
Food manufacturing industry	250	1	4	8	21	41	70	38	36	18	9	4	34	149	67	6
	100%	0%	2%	3%	8%	16%	28%	15%	14%	7%	4%	2%	14%	60%	27%	
Energy industry	250	11	8	17	25	58	64	29	20	10	8	-	61	151	38	6
	100%	4%	3%	7%	10%	23%	26%	12%	8%	4%	3%	-	24%	60%	15%	
Banking industry	250	28	20	24	29	45	40	25	12	18	7	2	101	110	39	5
	100%	11%	8%	10%	12%	18%	16%	10%	5%	7%	3%	1%	40%	44%	16%	
Tobacco industry	250	79	36	32	15	22	40	8	7	4	5	2	162	70	18	4
	100%	32%	14%	13%	6%	9%	16%	3%	3%	2%	2%	1%	65%	28%	7%	

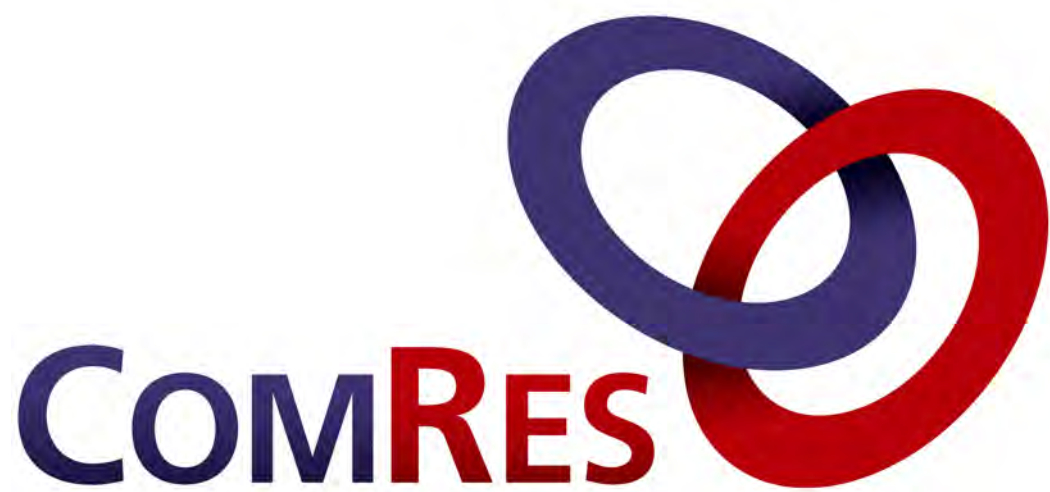


Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q4 Thinking about the impact of each of the following industries on UK society, how positive or negative would you say that is? - Consumer products industry

Base: All

		S1 Please select your role:											D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		Hospital/Secondary Care Doctor					Nurse	Pharmacist	Other						Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy									
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(AA)	(AB)	(AC)	(AD)	(AE)	(AF)	(AG)	(AH)	(AI)	(AJ)	(AK)	(AL)							
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	144	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89								
Positive impact	Count	88	29	21	19	19	-	3	9	34	21	21	3	43	42	57 (B)	31	27	23	23	26	5	4	3	3	14	71 (B)	4	25	59 (A B)	7	25	56 (A B)	5	38	45 (B)	4	37	47 (B)							
	%	35%	38%	32%	30%	44%	-	38%	30%	43%	25%	44%	38%	39%	32%	41%	28%	36%	40%	38%	19%	31%	30%	17%	21%	43%	14%	23%	52%	21%	20%	62%	29%	25%	57%	29%	25%	53%								
Neither	Count	137	40	40 (D)	40 (D)	15	2	2	18	39	56	22	2	57	78	68	69	37	30	35	20	8	7	12	45 (C)	80	17	72 (C)	48	18	87 (C)	32	7	102 (C)	28	6	94 (C)	37								
	%	55%	52%	62%	63%	35%	100%	25%	60%	49%	66%	46%	25%	52%	59%	49%	62%	49%	52%	51%	77%	62%	70%	67%	48%	53%	67%	42%	59%	70%	36%	41%	66%	35%	43%	64%	42%									
Negative impact	Count	25	8	4	4	9	-	3	3	6	8	5	3 (B C)	9	13	13	12	11	5	7	1	1	-	3	8	14	8 (B C)	11	6	9 (B C)	13	3	5 (B C)	14	6	4 (C)	16	5								
	%	10%	10%	6%	6%	21%	-	38%	10%	8%	9%	10%	38%	8%	10%	9%	11%	15%	9%	10%	4%	8%	-	17%	12%	8%	28%	10%	5%	26%	10%	3%	29%	10%	8%	29%	11%	6%								



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q4 Thinking about the impact of each of the following industries on UK society, how positive or negative would you say that is? - Consumer products industry

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.								Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy		
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)		
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89	
	Mean	7	7	7	7	7	6	7	6	7	7	7	7	7	7	7	6	7	7	7	6	7	7	6	6	7	6	6	8	6	6	8	6	6	6	6	6	7	
	Median	7	7	7	7	7	6	7	6	7	7	7	5	7	7	7	6	7	7	7	6	7	7	6	6	7	6	6	8	6	6	8	6	6	6	6	6	8	
Very positive impact 10	Count	2	-	1	-	1	-	2	-	-	-	-	2	-	-	-	-	2	-	-	-	-	-	-	-	1	1	-	1	-	1	-	1	-	2	-	-		
	%	1%	-	2%	-	2%	-	25%	-	-	-	-	25%	-	-	1%	-	-	1%	-	-	-	-	-	1%	1%	-	1%	1%	3%	-	1%	-	1%	-	1%	-	1%	
		7	2	1	1	3	-	-	1	5	1	-	-	6 (C)	1	5	2	4	2	1	-	-	-	-	7	-	-	7	-	-	7	1	1	5 (B)	1	1	5		
8	Count	38	15	6	8	9	-	-	2	17	9	10	-	19	19	28 (B)	10	11	9	14	-	1	3	1	6	31	2	10	26 (B)	2	11	25 (A B)	1	15	22 (B)	2	14	22 (B)	
	%	15%	19%	9%	13%	21%	-	-	7%	22%	11%	21%	-	17%	14%	20%	9%	15%	16%	21%	-	8%	30%	6%	9%	19%	7%	9%	23%	6%	9%	27%	6%	10%	28%	14%	10%	25%	
		41	12	13	10	6	-	1	6	12	11	11	1	18	22	19	12	12	9	5	3	-	2	7	32	2	14	25	4	14	23 (B)	3	20	18	1	20	20		
7	Count	16%	16%	20%	16%	14%	-	13%	20%	15%	13%	23%	13%	17%	17%	16%	17%	16%	19%	19%	-	10%	19%	7%	13%	22%	12%	11%	25%	18%	13%	23%	7%	14%	22%	25%			
	%	16%	16%	20%	16%	14%	-	13%	20%	15%	13%	23%	13%	17%	17%	16%	17%	16%	19%	19%	-	10%	19%	7%	13%	22%	12%	11%	25%	18%	13%	23%	7%	14%	22%	25%			
		6	16	10	8	5	-	2	10	15	9	10	9	15	9	10	15	9	10	15	9	10	15	9	10	15	9	10	15	9	10	15	9	10	15	9	10	15	
6	Count	21%	19%	29%	13%	23%	-	-	17%	20%	22%	26%	17%	-	20%	23%	22%	19%	11%	26%	24%	31%	23%	20%	28%	15%	22%	21%	21%	20%	9%	28%	15%	18%	22%	19%	7%	22%	20%
	%	21%	19%	29%	13%	23%	-	-	17%	20%	22%	26%	17%	-	20%	23%	22%	19%	11%	26%	24%	31%	23%	20%	28%	15%	22%	21%	21%	20%	9%	28%	15%	18%	22%	19%	7%	22%	20%
		59	18	12	24 (D)	3	2	-	8	16	25	10	-	24	35	28	31	22	8	14	7	4	4	6	26 (C)	27	6	34 (C)	19	10	36 (C)	13	2	45	12	43	14	43	
5	Count	24%	23%	18%	38%	7%	100%	-	27%	20%	29%	21%	-	22%	26%	20%	28%	29%	14%	21%	27%	31%	40%	33%	39%	16%	21%	31%	17%	29%	14%	12%	29%	15%	14%	29%	16%		
	%	24%	23%	18%	38%	7%	100%	-	27%	20%	29%	21%	-	22%	26%	20%	28%	29%	14%	21%	27%	31%	40%	33%	39%	16%	21%	31%	17%	29%	14%	12%	29%	15%	14%	29%	16%		
		4	25	9	49	5	2	-	9	17 (A)	9	11	17 (A)	9	11	13	9	7	5	1	5	1	1	9	16	5	16	5	16	5	16	5	16	5	16	5	16	5	
4	Count	25	9	9	13%	5%	-	25%	17%	8%	11%	8%	-	25%	10%	10%	7%	15%	9%	12%	7%	19%	8%	10%	6%	13%	10%	17%	14%	5%	15%	13%	5%	12%	15%	1%	21%	12%	6%
	%	25%	9%	9%	13%	5%	-	25%	17%	8%	11%	8%	-	25%	10%	10%	7%	15%	9%	12%	7%	19%	8%	10%	6%	13%	10%	17%	14%	5%	15%	13%	5%	12%	15%	1%	21%	12%	6%
		3	Count	16	6	3	1	6	-	3 (C E)	2	3	6	2	3 (B C)	5	8	8	6	4	4	1	1	-	3	4	9	2	9	5	4	10	2	3	8	5	2	10	4
3	Count	16%	8%	5%	2%	14%	-	-	38%	7%	4%	7%	4%	-	38%	5%	6%	7%	8%	7%	6%	4%	8%	-	17%	6%	5%	7%	8%	4%	12%	8%	2%	18%	5%	6%	14%	7%	4%
	%	16%	8%	5%	2%	14%	-	-	38%	7%	4%	7%	4%	-	38%	5%	6%	7%	8%	7%	6%	4%	8%	-	17%	6%	5%	7%	8%	4%	12%	8%	2%	18%	5%	6%	14%	7%	4%
		2	Count	8	2	3	1	2	-	3	1	2	3	-	4 (B)	2	5	3	3	2	3	2	2	3	4	5	2	4	3	5	4	6	3	5	4	1	5	4	
2	Count	2%	3%	-	5%	2%	-	-	-	4%	1%	4%	-	3%	2%	1%	4%	4%	2%	3%	-	-	-	-	4%	2%	14%	2%	-	12%	2%	-	-	3%	1%	-	3%	1%	
	%	2%	3%	-	5%	2%	-	-	-	4%	1%	4%	-	3%	2%	1%	4%	4%	2%	3%	-	-	-	-	4%	2%	14%	2%	-	12%	2%	-	-	3%	1%	-	3%	1%	
		1	Count	2	-	1	-	-	-	-	-	1	1	-	-	2	2	-	1	-	1	-	-	-	-	2	1	-	1	-	1	-	1	-	1	-	2	-	-
1	Count	1	-	2%	-	1	-	-	1	-	1%	-	2%	-	1	-	1%	-	1	-	1	-	-	-	1	-	1%	-	-	3%	-	1%	-	1	-	14%	-	-	
	%	1%	-	2%	-	1	-	-	1	-	1%	-	2%	-	1	-	1%	-	1	-	1	-	-	1	-	1%	-	-	3%	-	1%	-	1	-	14%	-	-		
		Very negative impact 0	Count	1	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	%	0%	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q4 Thinking about the impact of each of the following industries on UK society, how positive or negative would you say that is? - Food manufacturing industry

Base: All

		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		Hospital/secondary Care																																											
		GP	Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy								
Total	Count	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89								
Positive impact	Count	91	32	18	22	19	-	3	11	33	23	21	3	44	54	54	37	30	19	29	6	3	4	6	18	67	4	28	6	59 (A B)	7	28	56 (A B)	5	42	44 (B)	5	41	45 (B)						
	%	36	42	28	35	44	-	38	37	42	27	44	38	40	33	39	33	40	33	43	23	23	40	27	41	14	26	52	21	22	27	56	27	56	36	28	51								
	Count	127	37	37	33	18	2	2	14	42	47	22	2	56	69	68	59	36	33	31	15	6	6	11	39	77	17	67 (C)	43	18	28	81 (C)	6	92 (C)	29	6	84	37							
Negative impact	%	51	48	57	52	42	100	25	47	53	56	46	25	51	52	49	53	48	57	46	19	31	60	61	58	47	59	62	38	53	65	31	60	37	43	57	42								
	Count	32	8	10	8	6	-	3 (C)	5	4	15	5	3 (B)	9	20	16	16	9	6	8	5	4	-	10	21	8 (C)	13	11	9 (C)	16	7	6 (B C)	20	6	3	22	7								
	%	13	10	15	13	14	-	38	17	5	18	10	38	8	15	12	14	12	10	12	19	31	-	6	15	13	28	12	10	26	13	8	35	13	8	21	15	8							



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q4 Thinking about the impact of each of the following industries on UK society, how positive or negative would you say that is? - Food manufacturing industry

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89
	Mean	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	6	6	7	7	6	7	6	6	7	6	8	6	7	7	7	7	6	7
	Median	7	7	7	7	7	6	7	7	7	6	7	7	7	7	7	7	7	7	7	6	6	7	6	6	7	6	6	7	6	8	6	7	7	7	7	6	8
Very positive impact 10	Count	6	3	1	1	1	-	2 (C D E)	-	1	2	1	2	1	3	5	1	2	2	2	2	-	-	-	1	5	-	2	4	1	1	4	-	5	1	-	4	2
	%	2%	4%	2%	2%	2%	-	25%	-	1%	2%	2%	25%	1%	2%	4%	1%	3%	3%	3%	4%	-	-	-	1%	3%	-	2%	4%	3%	1%	4%	-	3%	1%	-	3%	2%
9	Count	11	5	1	2	3	-	-	1	6	2	2	-	7	4	8	3	4	3	1	1	1	1	2	8	-	3	7	1	4	6	2	4	5	2 (B)	3	6	
	%	4%	6%	2%	3%	7%	-	-	3%	8%	2%	4%	-	6%	3%	6%	3%	5%	5%	1%	4%	8%	10%	6%	3%	5%	-	3%	7%	3%	7%	6%	12%	3%	6%	14%	2%	7%
8	Count	33	8	8	10	7	-	1	6	11	6	9	1	17	15	18	15	11	4	14	2	-	2	7	24	3	5	25 (B)	3	7	23 (B)	1	11	21 (B)	2	13	18 (B)	
	%	13%	10%	12%	16%	16%	-	13%	20%	14%	7%	19%	13%	16%	11%	13%	13%	15%	7%	21%	8%	-	20%	11%	10%	15%	10%	5%	22%	9%	6%	25%	6%	7%	27%	14%	9%	20%
7	Count	41	16	8	9	8	-	4	15	13	9	-	19	22	23	18	13	10	12	3	2	2	1	3	8	30	1	18	22	2	16	23 (A)	2	22	17	1	21	19
	%	16%	21%	12%	14%	19%	-	-	13%	19%	15%	19%	-	17%	17%	16%	17%	17%	18%	12%	15%	10%	1	3	12%	18%	3%	17%	19%	6%	13%	25%	12%	14%	22%	7%	14%	21%
6	Count	48	15	20 (C)	6	7	-	1	5	16	17	9	1	21	26	30	18	14	17	9	5	2	1	2	13	33	5	18	4	32	12	34	13	3	31	14	14	
	%	19%	19%	31%	10%	16%	-	13%	17%	20%	20%	19%	13%	19%	20%	22%	16%	19%	29%	13%	19%	15%	10%	11%	19%	20%	17%	23%	16%	12%	26%	13%	6%	22%	16%	21%	21%	16%
Neither positive nor negative impact 5	Count	58	14	13	22	8	1	-	7	20	22	9	-	27	31	25	33 (A)	18	10	16	7	3	4	8 (C)	18	32	10	29	19	10	36 (C)	12	2	44	12	2	39	17
	%	23%	18%	20%	35%	19%	50%	-	23%	25%	26%	19%	-	25%	23%	18%	29%	24%	17%	24%	27%	23%	40%	44%	19%	34%	17%	29%	29%	13%	12%	29%	15%	14%	27%	19%		
4	Count	21	9	4	5	3	1	1	2	6	8	4	1	8	12	13	8	4	6	3	1	6	8	12	2	13	6	4	13	4	13	4	14	4	1	14	6	
	%	8%	10%	6%	8%	7%	50%	13%	7%	8%	9%	8%	13%	7%	9%	9%	7%	5%	10%	9%	12%	7%	8%	10%	6%	12%	7%	7%	12%	5%	12%	10%	4%	18%	9%	5%	7%	10%
3	Count	16	3	8	5	-	-	2	2	3	7	2	2	5	9	6	10	3	2	4	4	3	-	-	5	11	3	8	5	4	8	4	2	1	12	3	3	
	%	6%	4%	12%	8%	-	-	25%	7%	4%	8%	4%	25%	5%	7%	4%	9%	4%	3%	6%	15%	23%	-	-	7%	4%	10%	7%	4%	12%	6%	4%	12%	8%	3%	7%	8%	3%
2	Count	12	4	2	2	4	-	1	2	1	5	2	1	3	8	5	4	5	4	2	1	3	8	3	4	5	3	4	5	3	7	2	3 (B)	6	3	7	3	
	%	5%	5%	3%	3%	9%	-	13%	7%	1%	7%	4%	13%	3%	6%	4%	4%	7%	7%	3%	4%	-	-	6%	4%	5%	10%	4%	4%	9%	6%	2%	18%	4%	4%	14%	5%	3%
1	Count	3	1	-	1	1	-	-	-	2	1	-	-	-	3	1	2	-	-	2	-	1	-	-	1	2	1	1	1	1	-	-	2	1	-	2	1	
	%	1%	1%	-	2%	2%	-	-	-	2%	2%	-	-	-	2%	1%	2%	-	-	3%	-	8%	-	-	1%	3%	1%	1%	6%	1%	-	-	1%	-	1%	-	1%	1%
Very negative impact 0	Count	1	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
	%	0%	-	-	2%	-	-	-	3%	-	-	-	-	-	-	1%	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	6%	-	-	1%	-



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q4 Thinking about the impact of each of the following industries on UK society, how positive or negative would you say that is? - Banking Industry

Base: All

		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		Hospital/secondary Care																																											
		GP	Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy								
Total	Count	77	65	63	43	2	8	30	79	85	48	8	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89										
Positive impact	Count	57	20	12	9	15	1	3	4	20	15	15	3	24	30	27	14	13	6	2	-	3	7	47 (B)	2	15	40 (A, B)	1	19	37 (A, B)	3	21	33 (B)	1	18	38 (A, B)									
	%	74%	31%	19%	21%	75%	13%	14%	5%	23%	18%	31%	18%	21%	23%	18%	19%	12%	6%	2%	-	4%	23%	7%	14%	35%	3%	15%	41%	18%	14%	42%	7%	12%	43%										
Neither	Count	111	29	36	30	15	1	4	12	39	36	20	4	51	56	62	49	26	29	37	9	6	7	37	67	11	58 (C)	11	63	37	7	78 (C)	26	4	81 (C)	26									
	%	44%	38%	55%	48%	35%	50%	50%	40%	49%	42%	42%	50%	47%	42%	45%	44%	35%	50%	54%	35%	46%	40%	39%	55%	41%	38%	54%	32%	50%	41%	41%	51%	33%	29%	55%	29%								
Negative impact	Count	82	28	17	24	13	-	1	14	20	34	13	1	34	47	39	43	27	15	18	11	5	6	8	23	51	16 (C)	35	31	22 (B, C)	43 (C)	17	7	55	20	9 (C)	48	25							
	%	33%	36%	26%	38%	30%	-	13%	47%	25%	40%	27%	13%	31%	35%	28%	47%	38%	36%	26%	26%	42%	38%	34%	31%	55%	32%	27%	65%	34%	19%	41%	36%	25%	64%	33%	28%								



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q4 Thinking about the impact of each of the following industries on UK society, how positive or negative would you say that is? - Banking Industry

Base: All

		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		Total	GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy							
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)				
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89							
	Mean	6	5	6	5	6	8	7	5	6	5	6	7	6	6	6	6	6	5	5	4	5	4	5	6	5	6	4	5	6	4	5	7	5	5	6	4	5	6						
	Median	6	6	6	6	6	8	7	5	6	5	6	7	6	6	6	6	6	6	5	5	3	6	5	6	4	6	6	4	6	7	5	5	6	7	6	7								
Very positive impact 10	Count	4	2	1	-	1	-	1	-	-	2	1	1	-	3	4	-	3	-	1	-	-	-	-	-	-	-	1	3	-	1	3	-	2	2	-	2	-							
	%	2%	3%	2%	-	2%	-	13%	-	-	2%	2%	13%	-	2%	3%	-	4%	-	1%	-	-	-	-	-	-	2%	-	1%	3%	-	1%	3%	-	1%	3%	-	1%	2%						
9	Count	11	3	4	1	3	-	-	1	5	2	3	-	6	5	7	4	5	3	2	1	-	-	-	2	9	-	-	11	-	1	10 (B)	-	4	7 (B)	-	1	10 (B)							
	%	4%	4%	6%	2%	7%	-	-	3%	6%	2%	6%	-	6%	4%	5%	4%	7%	5%	3%	4%	-	-	-	3%	5%	-	-	10%	-	1%	11%	-	3%	9%	-	1%	11%							
8	Count	12	4	1	3	3	-	-	-	4	4	4	-	4	8	7	5	3	4	-	-	-	-	-	-	-	3	9	-	5	7	-	2	10 (B)	-	2	10 (B)								
	%	5%	5%	2%	5%	7%	50%	-	-	5%	5%	8%	-	4%	6%	5%	4%	7%	5%	6%	-	-	-	6%	3%	5%	-	3%	8%	-	4%	8%	-	1%	13%	-	1%	11%							
7	Count	30	11	6	5	8	-	2	3	11	7	7	2	14	14	19	11	9	8	5	2	-	2	3	25	2	11	17	1	12	17	3	13	14	1	13	16								
	%	12%	14%	9%	8%	19%	-	25%	10%	14%	8%	15%	25%	13%	11%	14%	10%	12%	14%	9%	19%	-	-	4%	15%	7%	10%	15%	3%	10%	18%	8%	18%	7%	9%	18%									
6	Count	36	10	13	10	3	-	1	7	10	13	5	1	17	18	23	13	8	8	3	2	3	-	-	9	27	3	18	15	2	15	19	3	25	8	2	24	10							
	%	14%	13%	20%	16%	7%	-	13%	23%	13%	15%	10%	13%	16%	14%	17%	12%	16%	14%	12%	15%	30%	-	13%	16%	10%	17%	13%	6%	12%	21%	18%	16%	10%	14%	16%	11%								
Neither positive nor negative impact 5	Count	45	9	15	16	4	1	2	3	18	12	10	2	21	22	20	25	9	13	17	3	2	1	4	20 (C)	21	5	26	14	7	29 (C)	9	2	34	9	1	34	10							
	%	18%	12%	23%	25%	9%	50%	25%	10%	23%	14%	21%	25%	19%	17%	14%	22%	12%	22%	15%	12%	10%	22%	30%	17%	17%	23%	10%	12%	23%	10%	12%	22%	11%	7%	23%	11%								
4	Count	30	10	8	4	8	-	1	2	11	11	5	1	13	16	19	11	5	12	3	2	1	3	8	19	3	14	13	2	19	9	2	19	9	1	23	6								
	%	12%	13%	12%	6%	19%	-	13%	7%	14%	13%	10%	13%	12%	12%	14%	10%	7%	14%	18%	12%	15%	-	17%	12%	10%	13%	12%	6%	15%	10%	12%	12%	11%	7%	16%	7%								
3	Count	26	10	5	7	4	-	-	3	7	11	5	-	10	16	10	16	8	4	7	4	2	1	3	7	16	5	10	11	9 (B C)	12	5	3	16	7	5 (B C)	13	8							
	%	10%	13%	8%	11%	9%	-	-	10%	9%	13%	10%	-	9%	12%	7%	14%	11%	7%	10%	15%	15%	10%	17%	10%	17%	9%	10%	10%	26%	10%	5%	18%	9%	36%	9%	9%								
2	Count	24	4	8	10	2	-	-	3	3	14	3	-	6	16 (B)	10	14	5	7	5	6	1	2	4	18	3	12	9	3	17	4	2	16	6	1	14	9								
	%	10%	5%	12%	16%	5%	-	-	10%	4%	18%	6%	-	6%	14%	7%	13%	7%	12%	7%	23%	8%	-	11%	6%	11%	10%	11%	8%	9%	14%	4%	12%	10%	8%	7%	10%	10%							
1	Count	12	6	2	3	1	-	-	4	5	2	1	-	9 (C)	3	8	4	4	2	2	1	1	2	2	8	5	1	5	6	3	1	9	2	2 (C)	9	1	9	1							
	%	5%	8%	3%	5%	2%	-	-	13%	6%	2%	2%	-	8%	2%	6%	4%	5%	3%	3%	3%	4%	-	1	3 (B)	11%	3%	5%	3%	5%	9%	5%	3%	6%	3%	14%	6%	1%							
Very negative impact 0	Count	20	8	2	4	6	-	1	4	5	6	4	2	1	9	10	11	9	2	4	1	3	9	4	10	7 (B C)	8	5	14	5	1	14	5	1	12	7									
	%	8%	10%	3%	6%	14%	-	13%	13%	6%	7%	8%	13%	8%	8%	8%	8%	13%	3%	6%	-	8%	30%	6%	15%	5%	24%	7%	4%	21%	6%	5%	6%	9%	6%	7%	8%	8%							



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q4 Thinking about the impact of each of the following industries on UK society, how positive or negative would you say that is? - Energy industry

Base: All

		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q4 Thinking about the impact of each of the following industries on UK society, how positive or negative would you say that is? - Energy industry

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI							
		GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy						
Total	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)							
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89					
	Mean	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	7	6	6	6	5	6	7	5	6	7	6	7	6	7	6	7						
	Median	6	6	6	6	7	7	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	5	6	7	5	6	8	5	6	7	5	6	7						
Very positive impact 10	Count	2	1	-	-	1	-	1	-	1	-	-	1	-	2	-	-	1	-	1	-	-	-	-	-	2	-	-	2	-	-	-	1	-	1	-	1						
	%	1%	1%	-	-	2%	-	13%	-	1%	-	-	13%	-	1%	1%	-	1%	-	1%	-	-	-	-	1%	-	-	2%	-	-	2%	-	1%	1%	-	1%	1%						
9	Count	13	3	4	3	3	-	1	1	2	4	5	1	3	9	5	8	5	4	3	-	-	1	-	2	11	-	3	10	-	3	10	(B)	-	3	10	(B)	-	2	11	(B)		
	%	5%	4%	6%	5%	7%	-	13%	3%	3%	5%	10%	13%	3%	7%	4%	7%	7%	7%	4%	3%	-	10%	-	3%	7%	-	3%	9%	-	2%	11%	-	2%	13%	-	1%	12%	11%				
8	Count	19	8	2	1	7	(C)	1	3	9	3	3	1	12	6	14	5	9	2	5	1	1	1	1	3	15	1	3	15	(B)	2	2	15	(B)	3	(B)	5	11	(B)	2	5	12	(B)
	%	8%	10%	3%	2%	16%	50%	13%	10%	11%	4%	6%	13%	11%	5%	10%	4%	12%	3%	7%	4%	8%	10%	6%	4%	9%	3%	3%	13%	6%	2%	16%	18%	3%	14%	14%	3%	13%					
7	Count	37	12	9	10	6	-	-	6	10	10	11	-	16	21	25	12	11	12	9	2	2	1	3	8	26	2	19	16	2	15	20	2	19	16	2	19	16					
	%	15%	16%	14%	16%	14%	-	-	20%	13%	12%	23%	-	15%	16%	18%	11%	15%	21%	13%	8%	15%	10%	17%	12%	16%	7%	18%	14%	6%	12%	22%	12%	12%	20%	14%	13%	18%					
6	Count	30	12	6	7	5	-	-	2	13	13	2	-	15	15	19	11	8	7	8	5	2	2	10	18	5	10	15	10	5	18	7	17	11	19	11	-	19	-				
	%	12%	16%	9%	11%	12%	-	-	7%	16%	15%	4%	-	14%	11%	14%	10%	11%	12%	12%	19%	15%	-	11%	15%	11%	17%	9%	13%	15%	14%	8%	12%	11%	14%	-	13%	12%					
Neither positive nor negative impact 5	Count	66	19	19	21	7	-	2	7	20	28	9	2	27	37	31	35	19	13	16	10	3	5	8	18	40	5	36	25	5	42	19	1	53	(A C)	12	2	46	18				
	%	26%	25%	29%	33%	16%	-	25%	23%	25%	33%	19%	25%	25%	28%	22%	31%	25%	22%	24%	38%	23%	50%	44%	31%	27%	24%	17%	33%	22%	15%	34%	21%	6%	34%	15%	14%	31%	20%				
4	Count	36	12	11	7	5	1	1	4	12	10	9	1	16	19	19	17	9	10	12	2	2	1	9	26	5	18	13	6	22	8	5	23	9	4	25	7						
	%	14%	16%	17%	11%	12%	50%	13%	13%	15%	12%	19%	13%	15%	14%	14%	15%	12%	17%	18%	8%	15%	10%	6%	13%	16%	17%	17%	12%	18%	18%	9%	29%	15%	10%	23%	17%	8%					
3	Count	24	3	11	8	2	-	-	4	7	9	4	-	11	13	10	14	3	7	8	3	2	1	3	6	15	3	10	11	4	13	7	1	17	6	2	15	7					
	%	10%	4%	17%	13%	5%	-	-	13%	9%	11%	8%	-	10%	10%	7%	13%	4%	12%	12%	12%	15%	10%	17%	9%	4%	9%	10%	10%	12%	10%	8%	11%	8%	14%	10%	8%						
2	Count	12	4	2	4	2	-	1	1	2	5	3	1	3	8	6	6	4	2	4	6	2	4	6	5	10	3	4	5	7	2	10	3	1	9	3	-	-					
	%	5%	5%	3%	6%	5%	-	13%	3%	3%	6%	6%	13%	3%	6%	4%	5%	5%	3%	6%	8%	-	-	-	9%	4%	17%	3%	4%	15%	6%	-	12%	6%	-	7%	5%	3%					
1	Count	4	2	-	-	2	-	-	-	1	1	2	-	1	3	3	1	3	-	-	-	1	-	-	1	3	1	1	2	1	1	2	-	3	1	1	2	1					
	%	2%	3%	-	-	5%	-	-	-	1%	1%	4%	-	1%	2%	2%	1%	4%	-	-	-	8%	-	-	1%	2%	1%	2%	1%	2%	1%	-	2%	1%	7%	1%	1%						
Very negative impact 0	Count	7	1	1	2	3	-	1	2	2	2	-	1	4	2	4	3	1	2	1	2	-	-	-	4	3	2	5	1	1	4	(B C)	1	3	5	2	5	2					
	%	3%	1%	2%	3%	7%	-	13%	7%	3%	2%	-	13%	4%	2%	3%	3%	4%	2%	3%	4%	-	-	-	6%	2%	7%	5%	-	12%	2%	1%	6%	2%	4%	-	3%	2%					



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q4 Thinking about the impact of each of the following industries on UK society, how positive or negative would you say that is? - Tobacco industry

Base: All

		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
		Hospital/Secondary Care					Other					Under 25		25-34		35-44		45-54		55+		Under 25		25-44		44+		Male		Female		South East		Midlands		North		Wales and South West		Scotland		Northern Ireland		Unfamiliar		Neither		Familiar		Unfavourable		Neither		Favourable		Untrustworthy		Neither		Trustworthy		Unfavourable		Neither		Favourable		Untrustworthy		Neither		Trustworthy																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
		GP	Doc	Nurse	Pharm	Other	U25	U25-34	U35-44	U45-54	U55+	U25	U25-34	U44+	M	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N	F	SE	M	N	WSW	S	NIR	U	N</



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q4 Thinking about the impact of each of the following industries on UK society, how positive or negative would you say that is? - Tobacco industry

Base: All

		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI			
			GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy		
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89		
	Mean	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	2	3	4	3	4	2	3	4	2	3	4
	Median	2	1	2	1	3	1	1	3	2	1	2	1	2	2	2	2	2	1	2	1	1	1	2	1	2	1	2	1	2	2	1	2	2	1	3	1	3	3	
Very positive impact 10	Count	1	1	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-		
	%	0%	1%	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	1%	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-		
	Count	5	2	1	-	2	-	-	2	3	-	-	-	-	5	-	4	1	5	-	-	-	-	-	-	1	4	-	-	5	-	-	5	-	-	5	-	-	5	
8	%	2%	3%	2%	-	5%	-	-	7%	4%	-	-	-	3%	1%	7%	-	-	3%	1%	-	-	-	-	1%	2%	-	-	4%	-	-	5%	-	-	6%	-	-	6%		
	Count	6	-	2	1	3	-	1	-	2	3	-	1	2	3	4	2	2	1	2	1	-	-	-	-	6	-	-	4	1	2	3	-	1	3	-	2	4		
	%	2%	-	3%	2%	7%	-	13%	-	3%	4%	-	13%	2%	2%	3%	2%	3%	2%	3%	4%	-	-	-	-	4%	-	2%	4%	3%	2%	3%	12%	1%	4%	-	1%	4%		
7	Count	6	-	1	1	4	-	-	2	1	2	1	-	3	3	2	4	3	2	1	-	3	-	-	-	6	-	1	5	-	-	6	1	2	3	1	2	3		
	%	2%	-	2%	2%	9%	-	-	7%	1%	2%	2%	-	3%	2%	1%	4%	4%	3%	-	1%	-	-	-	4%	-	1%	4%	-	-	7%	4%	1%	4%	7%	1%	3%			
	Count	7	1	3	1	2	-	-	-	3	4	-	-	-	6	1	3	4	3	2	-	2	-	-	-	7	-	2	5	-	2	5	-	2	4	3	4			
Neither positive nor negative impact 5	%	3%	1%	5%	2%	5%	-	-	-	8 (D)	1%	-	-	6 (C)	1%	2%	4%	4%	3%	-	8%	-	-	-	4%	-	2%	4%	-	2%	5%	-	1%	6%	-	3%	3%			
	Count	22	8	6	6	2	-	-	3	8	7	4	-	11	11	12	10	3	6	5	4	2	2	4	6	12	1	14	7	1	15	6	-	14	8	1	10	11		
	%	9%	10%	9%	10%	5%	-	-	10%	10%	8%	8%	-	10%	8%	9%	9%	4%	10%	7%	15%	15%	20%	22%	9%	7%	3%	13%	6%	3%	12%	7%	-	9%	10%	7%	7%	12%		
3	Count	13	2	6	3	2	-	-	2	5	3	3	-	7	6	10	3	1	5	6	-	1	5	6	9	-	5	8	-	9	4	-	10	3	-	8	5			
	%	5%	3%	9%	5%	5%	-	-	7%	6%	4%	6%	-	6%	5%	7%	3%	1%	9%	9%	-	-	10%	-	6%	5%	-	5%	7%	-	7%	4%	-	6%	4%	-	5%	6%		
	Count	22	14	3	3	2	-	1	1	5	7	8	1	6	15	14	8	8	5	5	2	1	1	2	3	17	-	12	10	3	13	6	2	13	7	1	13	8		
2	%	9%	18%	5%	5%	5%	-	13%	3%	6%	8%	17%	13%	6%	11%	10%	7%	11%	9%	5%	2	1	1	2	3	10%	-	11%	9%	10%	7%	12%	8%	9%	7%	9%	9%			
	Count	20	-	4	8	8	-	1	5	4	4	6	1	5	10	5	15 (A)	7	5	5	2	1	4	15	4	15	1	6	13	2	11	7	8	1	11	8				
	%	8%	-	6%	13%	19%	-	13%	17%	5%	5%	13%	13%	8%	4%	13%	9%	9%	7%	8%	8%	-	6%	6%	9%	3%	6%	12%	6%	9%	8%	7%	10%	7%	7%	9%	9%			
1	Count	35	10	11	8	6	-	-	1	12	14	8	-	13	22	21	14	14	6	8	5	2	-	3	8	24	2	20	13	2	23	10	-	24	11	1	22	12		
	%	14%	13%	17%	13%	14%	-	-	3%	15%	16%	17%	-	12%	17%	15%	13%	19%	10%	12%	19%	15%	-	17%	12%	15%	7%	19%	12%	8%	18%	11%	-	16%	14%	7%	15%	13%		
	Count	113	39	28	32	12	2	5	14	33	43	18	5	47	33	61	62	61	33	28	26	36	9	10	7	6	8	41 (C)	64	25 (B (C))	45	43	25 (B (C))	49	39	74 (C)	26	9	74 (C)	30
Very negative impact 0	%	45%	51%	43%	51%	28%	100%	63%	47%	42%	51%	38%	63%	43%	46%	45%	46%	37%	45%	53%	38%	54%	60%	44%	61%	39%	86%	42%	38%	74%	39%	43%	65%	49%	33%	64%	50%	34%		



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q4 Thinking about the impact of each of the following industries on UK society, how positive or negative would you say that is? - Medical devices industry

Base: All

		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy								
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(AA)	(AB)	(AC)	(AD)	(AE)	(AF)	(AG)	(AH)	(AI)	(AJ)	(AK)							
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89							
Positive impact	Count	145	42	40	37	25	1	4	17	46	49	29	4	63	78	80	65	39	32	45	12	10	7	8	32	105	9	50	86 (A B)	12	56	77 (A B)	9	73	63 (B)	8	69	68 (B)							
	%	58%	55%	62%	59%	58%	50%	50%	57%	58%	58%	60%	50%	58%	59%	58%	58%	52%	55%	66%	46%	77%	70%	44%	48%	64%	31%	46%	76%	35%	45%	85%	53%	47%	80%	57%	47%	76%							
Neither	Count	96	33	24	23	15	1	3	11	32	32	18	3	43	50	52	44	31	24	21	14	3	3	9	32	55	16 (C)	56 (C)	24	17 (C)	66 (C)	13	5	76 (C)	15	5	70 (C)	21							
	%	38%	43%	37%	37%	35%	50%	38%	37%	41%	38%	38%	38%	39%	38%	38%	39%	41%	41%	31%	54%	23%	30%	50%	48%	33%	55%	52%	21%	50%	53%	14%	29%	49%	19%	36%	48%	24%							
Negative impact	Count	9	2	1	3	3	-	1	2	1	4	1	1	3	5	6	3	5	2	2	-	-	-	1	3	5	4 (B C)	2	3	5 (B C)	3	1	3 (B C)	5	1	1	8	-							
	%	4%	3%	2%	5%	7%	-	13%	7%	1%	5%	2%	13%	3%	4%	2%	3%	7%	3%	3%	-	-	-	6%	4%	3%	14%	2%	3%	15%	2%	1%	18%	3%	1%	7%	7%	5%	-						



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q4 Thinking about the impact of each of the following industries on UK society, how positive or negative would you say that is? - Medical devices industry

Base: All

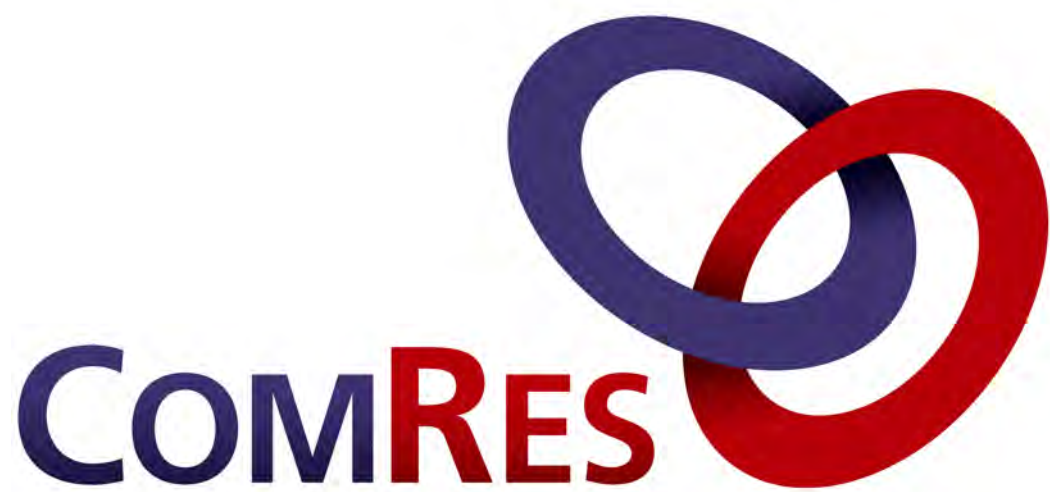
		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI			
		GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy		
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)		
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89	
	Mean	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	7	7	8	7	7	8	7	7	9	7	8	9	8	7	8	
	Median	8	8	8	8	8	9	8	8	8	8	8	8	8	8	8	8	8	7	8	8	7	8	7	7	8	7	7	9	7	7	9	7	8	9	8	7	8	
Very positive impact 10	Count	15	4	6	2	3	-	3 (C D)	3	4	2	3	3 (B C)	7	5	10	5	5	3	5	-	1	1	-	3	12	1	4	10	-	7	8	-	7	8	1	4	10 (B)	
	%	6%	5%	9%	3%	7%	-	38%	10%	5%	2%	6%	38%	6%	4%	7%	4%	7%	5%	7%	-	8%	10%	-	4%	7%	3%	10%	3%	11%	-	5%	10%	7%	3%	11%			
	Count	27	4	10	8	4	1	-	1	9	13	3	1	10	3	15	12	9	6	8	4	-	-	1	5	21	-	7	20 (B)	2	6	19 (B)	2	11	14 (B)	1	14	12	
8	Count	49	19	6	15	9	-	-	7	18	13	11	-	25	24	27	22	13	9	11	7	5	4	4	33	6	17	26	3	21	25	3	30	16	2	26	21		
	%	20%	25%	9%	24%	21%	-	-	23%	23%	15%	23%	-	23%	18%	20%	20%	17%	16%	16%	27%	38%	40%	22%	18%	20%	21%	16%	23%	9%	17%	27%	18%	19%	20%	14%	18%	24%	
	Count	54	15	18	12	9	-	-	6	15	21	12	-	21	33	28	26	12	14	21	1	4	2	3	12	39	2	23	29	6	25	23	4	25	25 (B)	4	25	25	
6	Count	22	19	28	19	21%	-	-	20%	19%	25%	25%	-	19%	25%	20%	23%	16%	24%	31%	21%	4%	31%	20%	17%	18%	24%	7%	21%	26%	18%	20%	23%	24%	16%	32%	29%	17%	28%
	%	10%	15%	28%	24%	25%	-	-	20%	22%	28%	28%	-	22%	20%	17%	19%	21%	21%	31%	15%	-	28%	21%	17%	28%	24%	12%	26%	24%	9%	24%	23%	9%	23%	22%	12%		
	Count	41	16	9	12	4	-	1	2	14	16	8	1	16	24	21	20	13	9	10	5	1	3	4	17 (C)	20	8 (C)	23 (C)	10	7 (C)	30 (C)	4	1	33 (C)	7	1	31	9	
4	Count	16	21	14	19	9%	-	13%	7%	18%	19%	17%	13%	15%	18%	15%	18%	17%	16%	15%	19%	8%	30%	22%	25%	12%	28%	21%	9%	21%	24%	4%	6%	21%	9%	7%	21%	10%	
	%	6%	8%	10%	13%	21%	-	13%	7%	23%	22%	20%	13%	15%	18%	15%	18%	17%	16%	15%	19%	8%	30%	22%	25%	12%	28%	21%	9%	21%	24%	4%	6%	21%	9%	7%	21%	10%	
	Count	8	3	2	1	3	-	-	2	1	4	1	-	3	5	5	3	2	3	2	1	-	-	-	1	7	-	1	6	1	6	1	-	7	1	-	7	1	
3	Count	6	1	1	3	1	-	1	-	1	4	-	1 (B)	1	4	3	3	2	2	2	-	-	-	-	2	4	2	2	2	4 (B)	2	-	1	4	1	-	6	-	
	%	2%	1%	1%	2%	5%	-	13%	-	1%	5%	-	13%	1%	3%	2%	3%	3%	3%	3%	-	-	-	-	3%	2%	7%	2%	2%	12%	2%	-	6%	3%	1%	-	4%	-	
	Count	2	2	1	-	1	-	-	1	-	2	1	1	1	2	1	2	1	1	1	1	-	-	-	1	-	-	-	1	-	1	-	1	-	1	-	1	-	
1	Count	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	Count	1	-	-	-	1	-	-	-	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	
Very negative impact 0	%	0%	-	-	-	2%	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	-	-	-	1%	-	



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q4 Thinking about the impact of each of the following industries on UK society, how positive or negative would you say that is? - Summary Tables

		Q4 Thinking about the impact of each of the following industries on UK society, how positive or negative would you say that is?											Nets				Mean
		Total	Very negative impact 0	1	2	3	4	Neither positive nor negative impact 5	6	7	8	9	Very positive impact 10	Negative impact (0-3)	Neither (4-6)	Positive impact (7-10)	
Medical devices industry	250	1	-	2	6	8	41	47	54	49	27	15	9	98	145		8
	100%	0%	-	1%	2%	3%	16%	19%	22%	20%	11%	6%	4%	38%	58%		
Pharmaceutical industry	250	2	-	3	4	20	34	46	56	47	24	14	9	100	141		8
	100%	1%	-	1%	2%	8%	14%	18%	22%	19%	10%	6%	4%	40%	56%		
Consumer products industry	250	1	2	6	16	26	59	52	41	36	7	2	25	137	86		7
	100%	0%	1%	2%	6%	10%	24%	21%	16%	15%	3%	1%	10%	55%	35%		
Food manufacturing industry	250	1	3	12	16	21	58	48	41	33	11	6	32	127	91		7
	100%	0%	1%	5%	6%	8%	23%	19%	16%	13%	4%	2%	13%	51%	36%		
Energy industry	250	7	4	12	24	36	66	30	37	19	13	2	47	132	71		6
	100%	3%	2%	5%	10%	14%	26%	12%	15%	8%	5%	1%	19%	53%	28%		
Banking industry	250	20	12	24	26	30	45	36	30	12	11	4	82	111	57		6
	100%	8%	5%	10%	10%	12%	18%	14%	12%	5%	4%	2%	33%	44%	23%		
Tobacco industry	250	113	35	20	22	13	22	7	6	6	5	1	190	42	16		3
	100%	45%	14%	8%	9%	5%	9%	3%	2%	2%	2%	0%	76%	17%	7%		



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q5 And thinking about the next two years, for each of the following industries would you say that the operating environment in the UK will get better, worse or stay about the same as it currently is? - Consumer products industry

Base: All

		Total	S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI																																																																					
			Hospital/Seco Primary Care Doctor					Nurse					Pharmacist					Other					Under 25					25-34					35-44					45-54					55+					Under 25					25-44					44+					Male		Female		South East		Midlands		North		Wales and South West		Scotland		Northern Ireland		Unfamiliar		Neither		Familiar		Unfavourable		Neither		Favourable		Untrustworthy		Neither		Trustworthy		Unfavourable		Neither		Favourable		Untrustworthy		Neither		Trustworthy						
			GP					Hospital/Seco Primary Care Doctor					Nurse					Pharmacist					Other					Under 25					25-34					35-44					45-54					55+					Under 25					25-44					44+					Male		Female		South East		Midlands		North		Wales and South West		Scotland		Northern Ireland		Unfamiliar		Neither		Familiar		Unfavourable		Neither		Favourable		Untrustworthy		Neither		Trustworthy		Unfavourable		Neither		Favourable		Untrustworthy		Neither		Trustworthy	
			GP					Hospital/Seco Primary Care Doctor					Nurse					Pharmacist					Other					Under 25					25-34					35-44					45-54					55+					Under 25					25-44					44+					Male		Female		South East		Midlands		North		Wales and South West		Scotland		Northern Ireland		Unfamiliar		Neither		Familiar		Unfavourable		Neither		Favourable		Untrustworthy		Neither		Trustworthy		Unfavourable		Neither		Favourable		Untrustworthy		Neither		Trustworthy	
			GP					Hospital/Seco Primary Care Doctor					Nurse					Pharmacist					Other					Under 25					25-34					35-44					45-54					55+					Under 25					25-44					44+					Male		Female		South East		Midlands		North		Wales and South West		Scotland		Northern Ireland		Unfamiliar		Neither		Familiar		Unfavourable		Neither		Favourable		Untrustworthy		Neither		Trustworthy		Unfavourable		Neither		Favourable		Untrustworthy		Neither		Trustworthy	
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	2	113	34	125	91	17	154	79	14	147	89																																																																										
Better	Count	53	16	12	14	11	-	1	5	6	22	14	10	1	28	24	30	23	19	17	13	2	1	1	3	8	42	2	15	36 (A B)	5	15	33 (B)	-	26	27 (B)	1	20	32 (B)																																																																										
	%	21%	21%	18%	22%	26%	-	13%	20%	28%	16%	21%	13%	26%	18%	22%	21%	25%	29%	19%	8%	8%	10%	17%	12%	25%	7%	14%	32%	15%	12%	36%	-	17%	34%	7%	14%	36%																																																																											
Neither	Count	170	54	44	45	28	1	5	17	50	65	33	5	67	98	96	74	45	34	50	22	12	7	12	48	110	18	86 (C)	66	22	101 (C)	47	11	114 (C)	45	9	113 (C)	48																																																																											
	%	68%	70%	68%	71%	60%	50%	63%	57%	63%	76%	69%	61%	74%	70%	66%	60%	59%	74%	85%	92%	70%	67%	72%	67%	62%	74%	80%	58%	65%	81%	52%	65%	74%	57%	64%	77%	54%																																																																											
Worse	Count	27	7	9	4	6	1	2	7	7	6	5	2	14	11	12	15	7	5	2	-	2	3	11	13	9 (B C)	7	11	7	9	11	6 (B C)	14	7	4	14	9																																																																												
	%	11%	9%	14%	6%	14%	50%	25%	23%	9%	7%	10%	25%	13%	8%	9%	13%	15%	12%	7%	8%	-	20%	17%	16%	8%	31%	6%	10%	21%	7%	12%	35%	9%	9%	29%	10%	10%																																																																											



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q5 And thinking about the next two years, for each of the following industries would you say that the operating environment in the UK will get better, worse or stay about the same as it currently is? - Consumer products industry

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89
	Mean	6	6	6	6	6	5	5	6	6	6	6	5	6	6	6	6	6	6	6	6	6	6	6	6	6	5	6	7	6	6	7	5	6	7	5	6	7
	Median	6	6	6	6	6	5	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	7	5	6	7	6	7	6	
Much better 10	Count	2	2	-	-	-	-	-	-	1	-	1	-	1	2	-	1	2	-	1	-	-	-	-	-	-	2	-	-	2	-	-	2	-	1	-	-	2
	%	1%	3%	-	-	-	-	-	-	1%	-	2%	-	1%	1%	-	1%	1%	-	2%	-	-	-	-	-	-	-	-	-	2%	-	-	1%	-	-	-	2%	
9	Count	3	-	-	1	2	-	-	1	1	1	-	-	2	1	2	1	3	-	-	-	-	-	-	-	3	-	-	3	-	3	-	-	3	-	-	3	
	%	1%	-	-	2%	5%	-	-	3%	1%	1%	-	-	2%	1%	1%	4%	-	-	-	-	-	-	-	2%	-	-	3%	-	3%	-	-	4%	-	-	4%	-	3%
8	Count	16	5	3	5	3	-	-	1	8	5	2	-	9	7	6	10	8	1	6	1	-	-	1	2	13	1	5	10	3	5	8	-	10	6	1	6	9
	%	6%	6%	5%	8%	7%	-	-	3%	10%	6%	4%	-	8%	5%	4%	9%	11%	2%	9%	4%	-	-	6%	3%	8%	3%	5%	9%	9%	4%	9%	-	6%	8%	7%	4%	10%
7	Count	32	9	9	8	6	-	1	4	12	8	7	1	16	15	20	12	7	15	7	1	1	1	2	6	24	1	10	21	2	10	20 (B)	-	15	17 (B)	-	14	18 (B)
	%	13%	12%	14%	13%	14%	-	13%	13%	15%	9%	15%	13%	15%	11%	14%	11%	9%	26%	10%	4%	8%	10%	6%	15%	3%	9%	19%	6%	8%	22%	-	10%	22%	-	10%	20%	
6	Count	40	17	11	5	7	-	-	3	15	14	8	-	19	22	26	14	12	8	5	2	3	2	9	29	2	17	22	2	22	16	1	24	15	1	25	14	
	%	16%	22%	17%	8%	16%	-	-	10%	19%	16%	17%	-	17%	17%	19%	13%	16%	17%	12%	19%	15%	30%	11%	13%	18%	7%	19%	15%	6%	18%	18%	6%	16%	19%	7%	17%	16%
Neither worse nor better 5	Count	99	29	29	32 (D)	8	1	3	8	24	44	20	3	32	64 (B)	50	49	24	20	30	15	7	3	10	33	56	13	52 (C)	34	15	63 (C)	21	6	71 (C)	22	5	68 (C)	26
	%	40%	38%	45%	51%	19%	50%	38%	27%	30%	52%	42%	38%	38%	36%	44%	32%	34%	44%	58%	3	54%	30%	56%	49%	34%	45%	48%	30%	44%	50%	23%	35%	46%	28%	36%	46%	29%
4	Count	31	8	4	8	11 (B)	-	2	6	11	7	5	2	17	12	20	11	9	4	12	2	3	1	6	25	3	13	15	5	16	10	4	19	8	3	20	8	
	%	12%	10%	6%	13%	26%	-	25%	20%	14%	8%	10%	25%	16%	9%	14%	10%	12%	7%	18%	8%	23%	10%	-	9%	15%	10%	12%	13%	15%	13%	11%	24%	12%	10%	21%	14%	9%
3	Count	14	3	7	2	2	-	-	5	3	3	3	-	8	6	8	6	7	4	2	-	-	1	1	7	6	1	6	7	1	8	5	2	7	5	-	8	6
	%	6%	4%	11%	3%	5%	-	-	17%	4%	4%	6%	-	7%	5%	6%	5%	9%	7%	3%	-	-	10%	6%	10%	4%	3%	6%	6%	3%	6%	5%	12%	5%	-	5%	7%	
2	Count	6	1	1	-	3	1 (A B)	1	-	2	2	1	1	2	3	1	5	2	1	1	1	-	1	1	5	3 (B)	1	2	1	3	1	3	1	4	2	1	3	2
	%	2%	1%	2%	-	7%	50%	13%	-	3%	2%	2%	13%	2%	2%	1%	4%	3%	2%	1%	4%	-	10%	-	1%	3%	10%	1%	2%	6%	1%	3%	-	3%	3%	7%	2%	2%
1	Count	4	2	1	1	-	-	1	1	-	1	1	1 (B)	1	2	2	2	2	1	1	-	-	1	2	1	3 (C)	-	1	3 (C)	-	1	3 (B)	1	-	3 (C)	-	1	
	%	2%	3%	2%	2%	-	-	13%	3%	-	1%	2%	13%	1%	2%	1%	2%	-	3%	1%	4%	-	-	6%	2%	1%	10%	-	1%	18%	1%	1%	18%	1%	-	21%	-	1%
Much worse 0	Count	3	1	1	1	-	-	-	1	2	-	-	-	3	1	1	2	-	2	1	-	-	-	1	1	1	2 (C)	-	1	1	-	2	1	-	2	3	-	3
	%	1%	1%	-	2%	2%	-	-	3%	3%	-	-	-	3%	-	1%	2%	3%	-	1%	-	-	-	6%	1%	1%	7%	-	1%	3%	-	2%	6%	1%	-	-	2%	-

Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q5 And thinking about the next two years, for each of the following industries would you say that the operating environment in the UK will get better, worse or stay about the same as it currently is? - Food manufacturing industry

Base: All

		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP	Hospital/secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy			
Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%		
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89			
Better	Count	48	12	11	12	13	-	1	4	19	17	7	1	23	24	24	24	17	12	12	3	4	-	1	5	42 (B)	1	11	36 (A, B)	5	10	33 (B)	1	23	24 (B)	2	17	29 (B)			
	%	19%	16%	17%	19%	30%	-	13%	13%	24%	20%	15%	13%	21%	18%	17%	21%	23%	21%	18%	12%	31%	-	6%	7%	25%	3%	10%	32%	8%	8%	36%	6%	15%	30%	14%	12%	33%			
Neither	Count	180	61 (D)	48	47	24	-	4	23	52	64	37	4	75	101	4	102	78	52	40	50	21	8	9	15	53	112	24	87 (C)	69	25	105 (C)	50	12	118	50	11	117 (C)	52		
	%	72%	79%	74%	75%	56%	-	50%	77%	66%	75%	77%	50%	69%	69%	76%	74%	70%	69%	69%	74%	81%	62%	90%	83%	79%	68%	83%	81%	61%	74%	84%	55%	71%	77%	63%	79%	80%	58%		
Worse	Count	22	4	6	4	6	2	3 (D)	3	8	4	4	3 (C)	11	8	12	10	6	6	6	2	1	1	2	9	11	4	10	8	4	10	8	4	13	5	1	13	8			
	%	9%	5%	9%	6%	14%	100%	38%	10%	10%	5%	8%	38%	10%	6%	9%	9%	8%	10%	9%	8%	8%	10%	9%	11%	13%	7%	14%	9%	7%	12%	8%	9%	24%	8%	7%	9%	9%			



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q5 And thinking about the next two years, for each of the following industries would you say that the operating environment in the UK will get better, worse or stay about the same as it currently is? - Food manufacturing industry

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI			
		GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy		
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)		
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89	
	Mean	6	6	6	6	7	4	5	6	6	6	6	5	6	6	6	6	6	6	6	7	6	6	6	6	6	6	6	7	6	6	7	6	6	7	6	6	7	
	Median	6	6	6	6	6	4	5	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	
Much better 10	Count	2	1	-	-	1	-	-	1	1	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	%	1%	1%	-	-	2%	-	-	3%	1%	-	-	-	2%	-	1%	-	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
9	Count	6	1	2	1	2	-	1	-	4	-	1	1 (C)	4	1	4	2	2	1	2	1	4	-	-	-	6	-	-	1	5 (B)	-	4	2	1	-	5	-		
	%	2%	1%	3%	2%	5%	-	13%	-	5%	-	2%	13%	4%	1%	3%	2%	3%	4%	-	-	-	-	-	-	4%	-	-	1%	5%	-	3%	3%	7%	-	6%			
8	Count	13	1	1	6	5	-	-	1	6	5	1	-	7	6	2	11 (A)	5	1	5	-	2	-	-	-	2	11	1	3	9	3	7	1	6	6	1	5	7	
	%	5%	1%	2%	10%	12%	-	-	3%	8%	6%	2%	-	6%	5%	1%	10%	7%	2%	7%	-	15%	-	-	-	3%	7%	3%	3%	8%	9%	2%	8%	6%	4%	8%	7%	3%	
7	Count	27	9	8	5	5	-	-	2	8	12	5	-	10	17	16	11	8	10	5	2	2	-	1	3	23	-	8	19 (B)	2	6	19 (B)	-	13	14 (B)	-	12	15 (B)	
	%	11%	12%	12%	8%	12%	-	-	7%	10%	14%	10%	-	9%	13%	12%	10%	11%	17%	7%	8%	15%	-	4%	14%	-	7%	17%	-	5%	21%	-	8%	18%	-	8%	17%		
6	Count	56	22	16	10	8	-	-	9	19	16	12	-	28	28	33	23	17	13	16	6	1	3	6	35	27	20	8	32	16	3	32	21	3	33	20	3	33	
	%	22%	29%	25%	16%	19%	-	-	30%	24%	19%	25%	-	26%	21%	24%	21%	23%	22%	24%	23%	8%	30%	33%	22%	21%	31%	25%	18%	24%	26%	18%	18%	21%	27%	21%	22%	22%	
Neither worse nor better 5	Count	88	30	23	25	10	-	2	11	21	34	20	2	32	54	51	37	22	19	22	13	6	6	9	27	52	10	44	34	11	54 (C)	23	8	57	23	5	59	24	
	%	35%	39%	35%	40%	23%	-	25%	37%	27%	40%	42%	25%	29%	41%	37%	33%	29%	33%	32%	50%	46%	60%	50%	40%	32%	34%	41%	30%	32%	43%	47%	37%	29%	36%	40%	27%		
4	Count	36	9	9	12	6	-	2	3	12	14	5	2	15	19	18	13	9	12	5	12	2	1	11	25	5	18	15	6	19	11	29	6	3	25	6	25		
	%	14%	12%	14%	19%	14%	-	25%	10%	15%	16%	10%	25%	14%	14%	13%	16%	17%	14%	18%	8%	14%	-	-	16%	15%	17%	15%	13%	18%	15%	12%	6%	19%	8%	21%	17%	9%	
3	Count	14	3	5	3	2	1 (A)	1	2	5	3	3	1	7	6	9	5	2	6	5	-	1	-	1	8 (C)	5	1	8	5	1	9	4	2	9	3	-	9	5	
	%	6%	4%	8%	5%	5%	50%	13%	7%	6%	4%	6%	13%	6%	5%	7%	4%	3%	10%	7%	-	8%	-	6%	12%	3%	3%	7%	4%	3%	1%	4%	12%	6%	4%	-	6%		
2	Count	5	1	-	3	1 (B)	2 (C D E)	1	1	1	1	1	2 (B C)	1	2	2	3	2	-	2	-	-	-	-	5	1	2	2	1	2	1	2	1	2	1	1	3	1	3
	%	2%	-	2%	-	7%	50%	25%	-	1%	1%	2%	25%	1%	2%	1%	3%	3%	-	8%	-	10%	-	-	-	3%	3%	2%	2%	6%	1%	2%	6%	1%	3%	7%	1%	3%	
1	Count	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Much worse 0	Count	3	1	-	1	1	-	-	1	2	-	-	-	3	-	-	1	2	-	1	-	-	-	1	1	-	2 (C)	-	1	-	2	-	2	-	2	-	3	-	
	%	1%	1%	-	2%	2%	-	-	3%	3%	-	-	-	3%	-	1%	2%	3%	-	1%	-	-	-	6%	1%	1%	7%	-	1%	3%	-	2%	6%	1%	-	-	2%	-	



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q5 And thinking about the next two years, for each of the following industries would you say that the operating environment in the UK will get better, worse or stay about the same as it currently is? - Banking Industry

Base: All

		Total	S1 Please select your role:								D3 Please state your date of birth (dd/mm/yyyy)				D3 Please state your date of birth (dd/mm/yyyy)				Gender		D2 Please indicate the SHA/country where your practice/hospital is located						Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
			GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q5 And thinking about the next two years, for each of the following industries would you say that the operating environment in the UK will get better, worse or stay about the same as it currently is? - Banking Industry

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI			
		GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy		
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89	
	Mean	6	6	6	6	6	4	5	6	6	6	6	5	6	6	6	6	6	6	6	6	6	4	5	5	6	4	6	5	6	5	6	6	5	6	6	4	6	6
	Median	6	6	6	6	6	4	5	6	6	6	6	5	6	6	6	6	6	6	6	6	6	6	6	6	5	6	6	6	6	6	6	6	6	6	6	6	6	
Much better 10	Count	2	1	-	1	-	-	-	1	-	-	1	-	1	1	2	-	1	1	-	-	-	-	-	1	1	-	-	-	-	-	-	2	-	1	-	1	1	
	%	1%	1%	-	2%	-	-	-	3%	-	-	2%	-	1%	1%	1%	-	1%	2%	-	-	-	-	-	1%	1%	-	-	2%	-	-	2%	-	1%	1%	-	1%	-	
9	Count	7	3	2	-	2	-	1	1	2	1	2	1	3	3	5	2	3	-	3	-	-	-	-	-	7	-	-	7	-	-	7	-	3	4	-	7		
	%	3%	4%	3%	-	5%	-	13%	3%	3%	1%	4%	13%	3%	2%	4%	2%	4%	-	3%	-	-	-	-	-	4%	-	-	6%	-	-	8%	-	2%	5%	-	-	8%	
8	Count	12	3	3	2	4	-	-	1	6	1	4	-	7	5	9	3	5	3	3	1	-	-	-	1	11	-	3	9	-	2	10 (B)	-	3	9 (B)	-	2	10 (B)	
	%	5%	4%	5%	3%	9%	-	-	3%	8%	1%	8%	-	6%	4%	7%	3%	7%	5%	4%	4%	-	-	-	1%	7%	-	3%	8%	-	2%	11%	-	2%	11%	-	1%	11%	
7	Count	23	7	5	5	6	-	-	4	10	6	3	-	14	9	12	11	8	4	5	2	4	-	1	3	19	1	7	15	4	8	11	2	10	11	2	9	12	
	%	9%	9%	8%	8%	14%	-	-	13%	13%	7%	6%	-	13%	7%	9%	10%	11%	7%	8%	31%	-	4%	4%	13%	12%	3%	6%	13%	12%	6%	14%	14%	6%	13%	6%	13%		
6	Count	25	9	5	5	6	-	-	3	9	8	5	-	12	13	16	9	4	12	5	2	1	-	-	5	20	3	11	11	3	13	9	27 (C)	4	20	5	20		
	%	10%	12%	8%	8%	14%	-	-	10%	11%	9%	10%	-	11%	10%	12%	8%	5%	21%	7%	8%	10%	-	7%	12%	10%	10%	10%	10%	-	14%	5%	-	14%	6%	14%			
Neither worse nor better 5	Count	84	23	25	24	12	-	2	8	24	34	16	2	32	50	43	41	22	22	21	9	5	5	11 (C)	25	48	9	46 (C)	29	10	56 (C)	18	7	54	23	1	61 (A C)	22	
	%	34%	30%	38%	38%	28%	-	25%	27%	30%	40%	33%	25%	29%	38%	31%	37%	29%	38%	31%	35%	38%	50%	61%	37%	29%	31%	43%	28%	29%	45%	20%	41%	35%	23%	7%	41%	25%	
4	Count	41	18	8	10	5	-	1	2	12	17	9	1	14	26	23	18	15	4	13	6	3	15	4	31	4	18	19	3	24	14	27	12	2	26	13	26		
	%	16%	23%	12%	16%	12%	-	13%	7%	15%	20%	19%	13%	13%	20%	17%	16%	20%	7%	19%	23%	23%	-	6%	13%	19%	14%	17%	17%	9%	19%	15%	12%	18%	15%	14%	18%	15%	
3	Count	28	3	11	9	4	1 (A)	3	5	8	9	3	3 (C)	13	12	13	15	5	6	10	6	-	1	1	12	12	14	1	16	11	5	13	10	2	17	9	3	15	10
	%	11%	4%	17%	14%	9%	50%	38%	17%	10%	11%	6%	38%	9%	9%	13%	7%	10%	15%	23%	-	10%	11%	18%	8%	3%	15%	10%	11%	15%	12%	11%	21%	10%	11%	21%	10%	11%	
2	Count	12	6	2	3	-	1 (B)	-	1	2	6	3	9	8	4	5	2	5	2	5	2	-	2	6	4	6 (B C)	3	3	6 (B C)	3	3	3 (C)	7	2	4	4 (B C)	4	4	
	%	5%	8%	3%	5%	-	50%	-	3%	3%	7%	6%	-	3%	7%	6%	4%	7%	9%	3%	-	-	-	11%	9%	2%	21%	3%	3%	18%	5%	3%	18%	5%	3%	29%	3%	4%	
1	Count	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-	-	1	-	-	1	-	-	1	-	1	-	1	-	-	
	%	0%	-	-	2%	-	-	-	-	-	-	-	-	1%	-	-	1%	-	-	1%	-	-	-	-	-	1%	-	-	1%	-	-	1%	-	1%	-	1%	-	-	
Much worse 0	Count	15	4	4	3	4	-	1	4	6	2	2	1	10	4	7	8	7	-	5	-	-	3	1	5	9	5 (B)	4	6	3	6	1	10	4	2	8	5	5	
	%	6%	5%	6%	5%	9%	-	13%	13%	8%	2%	4%	13%	9%	3%	5%	7%	9%	-	7%	-	-	30%	6%	7%	5%	17%	4%	5%	9%	5%	7%	6%	5%	14%	5%	6%		



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q5 And thinking about the next two years, for each of the following industries would you say that the operating environment in the UK will get better, worse or stay about the same as it currently is? - Energy industry

Base: All

		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located						Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy							
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)							
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	2	113	34	125	91	2	17	154	79	14	147	89				
Better	Count	46	10	11	9	16 (A C)	-	2	5	20	11	8	2	25	19	31	15	18	14	8	3	3	-	2	6	38 (B)	2	12	32 (A B)	4	15	27 (B)	5	19	22 (B)	4	15	27 (B)						
	%	18	13	17	14	37	-	25	17	25	13	17	25	23	14	22	13	24	24	12	12	23	-	11	9	23	7	11	28	12	12	30	29	12	28	29	10	30						
Neither	Count	165	54	45	45	20	1	3	18	50	64	30	4	68	94	88	77	47	37	47	19	8	7	13	46	106	18	82 (C)	65	21	97 (C)	47	8	110	47	7	109 (C)							
	%	66	70	69	71	47	50	38	60	63	75	63	38	62	71	64	69	63	64	69	73	62	70	72	69	64	62	76	58	62	78	52	47	71	59	50	74	55						
Worse	Count	39	13	9	9	7	1	3	7	9	10	10	3	16	20	19	20	10	7	13	4	2	3	3	15	21	9	14	16	9 (B)	13	17	4	25	10	3	23	13						
	%	16	17	14	14	16	50	38	23	11	12	21	38	15	15	14	18	13	12	19	15	15	30	17	22	13	31	13	14	26	10	19	24	16	13	21	16	15						



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q5 And thinking about the next two years, for each of the following industries would you say that the operating environment in the UK will get better, worse or stay about the same as it currently is? - Energy industry

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI			
		GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy		
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89	
	Mean	6	6	6	6	6	4	6	6	6	6	6	6	6	6	6	6	6	6	6	6	5	6	6	6	6	6	6	6	5	6	6	6	6	6	6	7	6	6
	Median	6	6	6	6	6	4	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	5	6	6	6	6	6	6	6	7	6
Much better 10	Count	1	-	-	1	-	-	-	-	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	%	0%	-	-	2%	-	-	-	-	-	1%	-	-	-	1%	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%
9	Count	2	1	-	-	2%	-	-	-	1	-	1	-	1	1	1	1	-	1	1	-	2	-	-	-	-	-	-	-	-	-	-	2	-	-	2	-	-	2
	%	1%	1%	-	-	2%	-	-	-	1%	-	2%	-	1%	1%	1%	-	2%	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	-	-	1%	-	-	2%
8	Count	17	3	6	1	7 (C)	-	-	1	2	10	2	2	1	12 (C)	4	13	4	5	4	5	2	1	-	1	-	16	1	1	15 (B)	2	2	13 (B)	2	5	10 (B)	1	4	12 (B)
	%	7%	4%	9%	2%	16%	-	-	13%	7%	13%	2%	4%	12%	11%	3%	9%	4%	7%	7%	8%	-	6%	-	10%	3%	1%	13%	6%	2%	14%	12%	3%	13%	7%	3%	13%		
7	Count	26	6	5	7	8	-	1	3	9	8	5	1	12	13	17	9	12	9	2	1	2	-	1	6	19	1	11	14	2	13	11	3	12	11	3	11	12	
	%	10%	8%	8%	11%	19%	-	13%	10%	11%	9%	10%	13%	11%	10%	12%	8%	16%	16%	3%	4%	15%	-	9%	12%	3%	10%	12%	6%	10%	12%	18%	8%	14%	7%	13%			
6	Count	41	15	12	11	3	-	-	3	12	18	9	-	15	26	20	21	9	12	7	2	2	2	28	2	18	21	3	23	15	24	15	24	15	22	19	22	19	
	%	16%	19%	18%	17%	7%	-	-	10%	15%	21%	17%	-	14%	20%	14%	19%	12%	16%	18%	27%	15%	20%	11%	16%	17%	7%	17%	19%	9%	18%	16%	12%	16%	19%	-	15%	21%	
Neither worse nor better 5	Count	81	27	23	23	8	-	2	10	24	31	14	2	34	45	46	35	22	18	22	10	5	4	11 (C)	26	44	12	45 (C)	24	9	53 (C)	19	3	58	20	4	57 (C)	20	
	%	32%	35%	35%	37%	19%	-	25%	33%	30%	36%	29%	25%	31%	34%	33%	31%	29%	31%	32%	38%	40%	61%	31%	36%	27%	41%	42%	21%	26%	42%	21%	18%	38%	25%	29%	39%	22%	
4	Count	43	12	10	11	9	1	1	5	14	15	9	1	19	23	22	16	10	13	2	1	1	9	34	4	19	20	9	21	13	3	28	12	3	30	10			
	%	17%	16%	15%	17%	21%	50%	13%	17%	18%	18%	17%	13%	17%	17%	16%	19%	21%	17%	19%	8%	8%	10%	-	13%	21%	14%	18%	18%	26%	17%	14%	18%	18%	15%	21%	20%	11%	
3	Count	23	8	6	5	4	-	2	4	6	6	5	2	10	11	15	8	3	7	7	2	2	2	9	12	3	10	10	3	10	10	2	15	6	1	14	8		
	%	9%	10%	9%	8%	9%	-	25%	13%	8%	7%	10%	25%	9%	8%	11%	7%	4%	12%	10%	8%	15%	20%	11%	13%	7%	10%	9%	9%	8%	11%	12%	10%	8%	7%	10%	9%		
2	Count	12	3	3	3	3	1 (A)	1	1	1	4	5	1	3	9 (A)	4	3	4	5	2	-	5	2	1	4	6	3	5	5 (B)	2	5	1	3	2	6	4	6		
	%	5%	4%	5%	5%	5%	50%	13%	3%	1%	5%	10%	13%	2%	7%	2%	8%	5%	-	7%	8%	-	10%	-	6%	5%	14%	3%	4%	15%	2%	5%	6%	5%	4%	14%	4%	4%	
1	Count	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Much worse 0	Count	4	2	-	-	1	-	-	2	2	-	-	-	-	-	-	1	3	3	-	1	-	-	-	1	2	1	2	1	1	2	1	2	1	1	3	1		
	%	2%	3%	-	2%	2%	-	-	7%	3%	-	-	-	4%	-	3%	4%	-	1%	-	-	-	-	6%	3%	1%	7%	1%	1%	3%	1%	2%	6%	1%	1%	-	2%	1%	

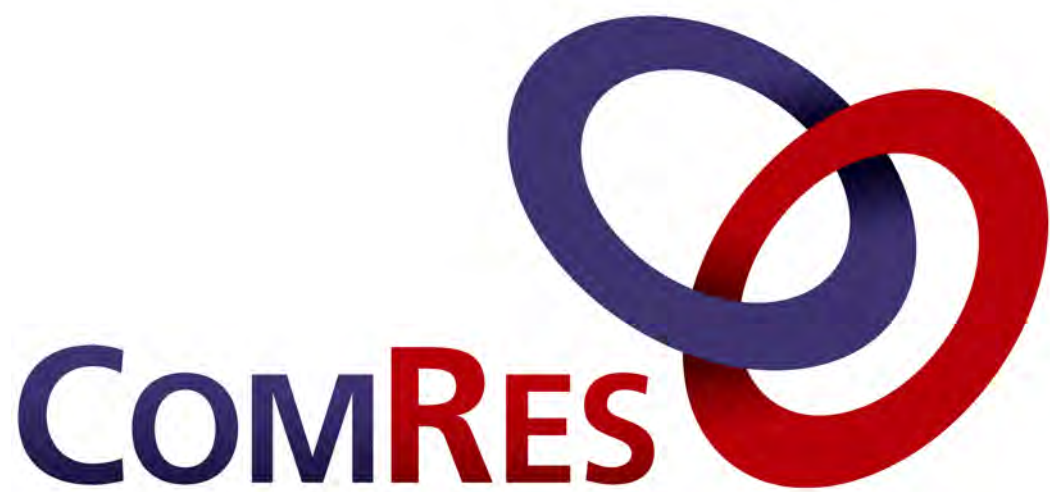


Reputation of the Pharmaceutical Industry Among Healthcare Professionals

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		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located						Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy							
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)		
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	2	113	34	125	91	17	154	79	14	147	89					
Better	Count	20	6	3	1	10	(B,C)	-	-	2	14	(D,E)	-	16	(C)	4	12	8	10	6	3	-	-	1	1	-	19	-	4	16	(B)	2	2	16	(B)	-	5	15	(B)	-	-	5	15	(B)
	%	8%	8%	5%	2%	23%	-	-	7%	18%	16%	15%	-	15%	3%	9%	7%	13%	10%	4%	-	-	10%	6%	-	12%	-	4%	14%	6%	2%	18%	-	3%	19%	-	3%	17%	-	3%	17%			
Neither	Count	133	41	41	31	19	-	4	16	36	52	25	4	52	77	73	60	41	30	29	18	7	12	12	34	87	12	68	(C)	43	9	87	43	9	87	5	88	40						
	%	53%	53%	63%	49%	44%	50%	50%	53%	46%	61%	52%	50%	48%	58%	53%	54%	55%	52%	43%	69%	62%	70%	67%	51%	53%	41%	63%	47%	35%	62%	47%	53%	56%	47%	36%	60%	45%						
Worse	Count	97	30	21	31	14	1	4	12	29	30	22	4	41	52	53	44	24	22	36	8	5	2	5	33	59	17	36	44	20	45	32	8	62	27	9	54	34						
	%	39%	39%	32%	49%	33%	50%	50%	40%	37%	35%	46%	50%	38%	39%	38%	39%	32%	38%	53%	31%	38%	20%	28%	49%	59%	59%	33%	39%	59%	36%	35%	47%	40%	34%	64%	37%	38%						



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		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI			
		GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy		
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89	
	Mean	5	5	5	4	5	5	3	5	5	5	4	3	5	5	5	5	5	4	5	4	5	4	5	4	5	4	5	5	4	5	4	5	3	5	5	5	5	
	Median	5	5	6	5	6	5	4	5	5	5	5	4	5	5	6	5	6	4	5	5	5	6	5	5	3	5	5	6	5	5	5	5	5	3	5	5	5	
Much better 10	Count	2	-	-	-	2	-	-	1	1	-	-	-	2	-	1	1	1	-	-	-	-	-	-	6	5	6	3	5	3	-	-	2	-	-	2	-	-	2
	%	1%	-	-	-	5%	-	-	3%	1%	-	-	-	2%	-	1%	1%	-	-	-	-	10%	-	-	1%	-	1%	-	-	2%	-	-	2%	-	-	3%	-	-	2%
9	Count	5	3	1	-	1	-	-	-	4	1	-	-	4	1	4	1	5	-	-	-	-	-	-	-	5	-	1	4	1	-	4	-	1	4	(B)	-	1	(B)
	%	2%	4%	2%	-	2%	-	-	-	5%	1%	-	-	4%	1%	3%	1%	7%	-	-	-	-	-	-	-	3%	-	1%	4%	3%	-	4%	-	1%	5%	-	1%	4%	
8	Count	4	-	-	-	4	-	-	-	4	-	-	-	4	-	1	3	2	-	2	-	-	-	-	4	-	-	4	-	-	4	-	-	4	-	-	3	-	4
	%	2%	-	-	-	9%	-	-	-	5%	-	-	-	4%	-	1%	3%	3%	-	3%	-	-	-	-	-	2%	-	-	4%	-	-	4%	-	-	1%	4%	-	-	4%
7	Count	9	3	2	1	3	-	-	1	5	2	1	2	-	6	3	3	2	6	1	-	-	-	1	-	8	-	3	6	1	2	6	-	3	6	(B)	-	4	5
	%	4%	4%	3%	2%	7%	-	-	3%	6%	2%	2%	-	6%	2%	4%	3%	3%	10%	1%	-	-	-	-	-	5%	-	3%	5%	3%	2%	7%	-	2%	8%	-	3%	6%	
6	Count	10	2	2	3	3	-	-	2	3	3	-	4	6	5	5	3	5	-	2	-	-	-	-	3	7	1	5	4	2	5	3	-	7	3	-	6	4	
	%	4%	3%	3%	5%	7%	-	-	7%	3%	4%	6%	-	4%	5%	4%	4%	4%	9%	-	8%	-	-	-	4%	3%	5%	4%	6%	4%	3%	-	5%	4%	-	4%	4%		
Neither worse nor better 5	Count	83	22	29	20	11	1	1	9	22	35	16	1	31	51	46	37	27	19	18	9	6	4	9	20	54	8	44	31	8	46	29	6	56	21	5	54	24	
	%	33%	29%	45%	32%	26%	50%	13%	30%	28%	41%	33%	13%	28%	38%	33%	33%	36%	33%	26%	35%	46%	40%	50%	30%	33%	28%	41%	24%	37%	32%	35%	36%	27%	36%	37%	27%	36%	
4	Count	40	17	10	8	5	-	3	5	12	14	6	3	17	20	22	18	11	6	11	7	3	3	11	26	3	19	18	2	27	11	3	24	13	28	12	28		
	%	16%	22%	15%	13%	12%	-	38%	17%	15%	16%	13%	38%	16%	15%	16%	16%	15%	16%	27%	15%	30%	17%	16%	16%	10%	18%	6%	22%	12%	18%	16%	-	19%	13%				
3	Count	19	2	7	8	2	-	-	3	5	8	3	-	8	11	9	10	4	7	5	1	1	1	4	14	1	10	8	1	16	(C)	2	1	12	6	-	11	8	
	%	8%	3%	11%	13%	5%	-	-	10%	6%	9%	6%	-	7%	9%	7%	9%	5%	12%	7%	4%	8%	10%	6%	8%	3%	9%	7%	3%	13%	2%	6%	8%	-	7%	9%	8%		
2	Count	25	10	4	6	4	1	1	2	8	6	5	1	14	14	14	11	5	6	10	4	-	-	2	15	6	10	9	6	12	7	18	5	17	6	17	5		
	%	10%	13%	6%	10%	9%	50%	13%	7%	10%	9%	13%	13%	9%	11%	10%	10%	7%	10%	15%	15%	-	-	11%	12%	9%	21%	9%	8%	18%	10%	8%	12%	6%	14%	12%	7%	7	
1	Count	15	6	2	4	3	-	-	1	3	5	6	-	4	11	10	5	2	2	7	1	3	(A)	-	6	9	1	7	2	6	7	-	9	6	2	6	7	7	
	%	6%	8%	3%	6%	7%	-	-	3%	4%	6%	13%	-	4%	8%	7%	4%	3%	10%	4%	23%	-	-	9%	5%	3%	6%	6%	5%	8%	-	6%	8%	-	6%	14%	4%	8%	
Much worse 0	Count	38	12	8	13	5	-	3	6	13	9	7	3	19	16	20	18	13	9	7	14	2	1	15	21	7	9	20	11	16	23	5	23	10	5	20	13	13	
	%	15%	16%	12%	21%	12%	-	38%	20%	16%	11%	15%	38%	17%	12%	14%	16%	17%	12%	21%	8%	8%	10%	11%	22%	13%	31%	8%	18%	32%	9%	18%	29%	15%	13%	36%	14%	15%	



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q5 And thinking about the next two years, for each of the following industries would you say that the operating environment in the UK will get better, worse or stay about the same as it currently is? - Medical devices industry

Base: All

		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP (A)	Hospital/Seco ndary Care Doctor (B)	Nurse (C)	Pharmacist (D)	Other (E)	Under 25 (A)	25-34 (B)	35-44 (C)	45-54 (D)	55+ (E)	Under 25 (A)	25-44 (B)	44+ (C)	Male (A)	Female (B)	South East (A)	Midlands (B)	North (C)	Wales and South West (D)	Scotland (E)	Northern Ireland (F)	Unfamiliar (A)	Neither (B)	Familiar (C)	Unfavourable (A)	Neither (B)	Favourable (C)	Untrustworthy (A)	Neither (B)	Trustworthy (C)	Unfavourable (A)	Neither (B)	Favourable (C)	Untrustworthy (A)	Neither (B)	Trustworthy (C)			
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	141	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89		
Better	Count	80	24	19	23	14	-	2	9	33	22	14	2	42	36	42	38	24	21	21	7	4	3	3	14	63 (B)	3	20	57 (A B)	5	25	50 (A B)	3	37	40 (A B)	4	30	46 (B)			
	%	32%	31%	29%	37%	33%	-	25%	30%	42%	26%	29%	25%	39%	27%	30%	34%	32%	36%	31%	27%	31%	30%	17%	38%	10%	19%	50%	15%	20%	55%	18%	24%	51%	29%	20%	52%				
Neither	Count	152	49	39	37	25	2	6	17	41	58	30	6	58	88	85	67	43	33	42	19	9	6	13	46	93	20 (C)	83 (C)	49	24 (C)	91 (C)	37	9	108 (C)	35	6	107 (C)				
	%	61%	64%	60%	59%	58%	100%	75%	57%	52%	68%	63%	75%	53%	66%	62%	60%	57%	57%	62%	73%	69%	60%	72%	69%	56%	69%	77%	43%	71%	73%	41%	70%	44%	73%	43%	73%	44%			
Worse	Count	18	4	7	3	4	-	-	4	5	5	4	-	9	9	11	7	8	4	5	-	-	1	2	7	9	6 (B C)	5	7	5	9	4	5 (B C)	9	4	4 (B C)	10	4			
	%	7%	5%	11%	5%	9%	-	-	13%	6%	6%	8%	-	8%	7%	8%	6%	11%	7%	7%	-	-	10%	11%	10%	5%	21%	5%	6%	15%	7%	4%	29%	6%	5%	29%	7%	4%			



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q5 And thinking about the next two years, for each of the following industries would you say that the operating environment in the UK will get better, worse or stay about the same as it currently is? - Medical devices industry

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI				
		GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy			
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)		
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89		
	Mean	7	7	7	7	7	6	7	6	7	7	7	7	7	7	7	7	7	7	7	7	7	7	6	6	7	6	6	7	6	6	8	6	7	8	6	6	8	8	
	Median	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	7	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	
Much better 10	Count	7	-	4	2	1	-	1	1	3	1	1	1	1	4	2	3	4	1	-	5	1	-	-	2	5	1	1	5	1	3	3	-	4	3	1	1	5	5	
	%	3%	-	6%	3%	2%	-	13%	3%	4%	1%	2%	4	13%	4%	2%	2%	4%	1%	11	3	-	-	-	3%	3%	3%	1%	4%	3%	2%	6%	3%	4%	7%	1%	1%	1%	1%	
9	Count	15	3	4	4	4	-	-	1	6	7	1	-	7	7	7	8	7	3	4	1	-	-	1	3	11	-	1	14	1	-	2	7	8	7	8	6	8	8	
	%	6%	4%	6%	6%	9%	-	-	3%	8%	8%	2%	-	6%	5%	7%	9%	5%	6%	4%	-	-	6%	4%	7%	-	1%	12%	3%	-	15%	-	1%	16%	-	1%	15%	-		
8	Count	24	7	4	8	5	-	1	-	11	7	5	1	11	12	12	8	6	7	-	1	2	1	3	20	1	6	17	1	8	15	2	12	10	2	8	14 (B)	-		
	%	10%	9%	6%	13%	12%	-	13%	-	14%	8%	10%	13%	10%	9%	9%	11%	11%	10%	10%	-	8%	20%	6%	4%	12%	3%	6%	15%	3%	6%	16%	12%	8%	13%	14%	5%	16%	16%	
7	Count	34	14	7	9	4	-	-	7	13	7	7	-	20	14	20	14	8	12	5	5	3	1	6	27	1	12	21	2	14	18	1	19	14	1	19	14	1		
	%	14%	18%	11%	14%	9%	-	-	23%	16%	8%	15%	-	18%	11%	14%	13%	11%	21%	7%	19%	23%	10%	6%	9%	16%	3%	11%	19%	6%	11%	20%	6%	12%	18%	7%	13%	16%		
6	Count	35	12	9	7	7	-	2	5	12	11	5	2	17	16	19	16	10	9	7	8	2	4	8	23	5	17	13	6	23 (C)	6	4	18	13	2	20	13	20		
	%	14%	16%	14%	11%	16%	-	25%	17%	15%	13%	10%	25%	16%	12%	14%	14%	13%	14%	10%	31%	-	20%	22%	12%	14%	17%	16%	12%	18%	18%	7%	24%	12%	16%	14%	14%	15%	15%	
Neither worse nor better 5	Count	99	31	27	25	15	1	3	8	24	40	24	3	32	64 (B)	58	41	28	19	28	11	9	4	9	32	58	13	57 (C)	29	15	58 (C)	26	5	76 (C)	18	4	72 (C)	23	4	
	%	40%	40%	42%	40%	35%	50%	38%	27%	30%	47%	50%	38%	28%	48%	42%	37%	37%	33%	41%	42%	69%	40%	50%	48%	35%	45%	53%	26%	44%	46%	29%	29%	49%	23%	29%	49%	26%	26%	
4	Count	18	6	3	5	3	1	1	4	5	7	1	1	9	8	10	5	6	7	6	3	1	6	12	2	9	7	3	10	5	14	4	15	3	15	3	15	3		
	%	7%	8%	5%	8%	7%	50%	13%	13%	6%	8%	2%	13%	8%	6%	6%	9%	7%	10%	10%	-	-	-	9%	7%	8%	6%	9%	8%	5%	-	9%	5%	-	9%	5%	-	10%	3%	
3	Count	9	2	5	1	1	-	-	2	2	4	1	-	4	5	6	3	3	3	3	-	-	-	1	4	4	1	3	5	1	2	4	3	1	5	3	1	5	3	
	%	4%	3%	8%	2%	2%	-	-	7%	3%	5%	2%	-	4%	4%	4%	3%	4%	5%	4%	-	-	-	6%	4%	6%	4%	3%	6%	1%	12%	3%	4%	7%	3%	3%	3%	3%		
2	Count	3	1	1	1	1	-	-	1	1	1	1	-	2	1	1	2	1	1	-	-	-	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
	%	1%	1%	2%	-	2%	-	-	3%	1%	-	2%	-	2%	1%	1%	2%	1%	-	1%	-	10%	-	3%	1%	3%	1%	1%	3%	1%	1%	6%	1%	1%	7%	1%	1%	1%	1%	
1	Count	2	-	1	1	-	-	-	-	-	1	1	-	-	2	2	-	-	1	1	-	-	-	-	-	2	1	1	-	1	1	-	1	1	-	1	1	-	1	-
	%	1%	-	2%	2%	-	-	-	-	-	1%	2%	-	-	2%	1%	-	-	1%	2%	-	-	-	-	-	1%	3%	1%	-	3%	1%	-	6%	1%	-	7%	1%	-	-	-
Much worse 0	Count	4	1	1	2	-	-	-	1	3	2	-	1	2	1	2	2	3	1	-	-	-	-	2	1	3	2	1	2	1	3	2	1	3	3	-	3	1	3	-
	%	2%	1%	-	2%	5%	-	-	3%	3%	-	2%	-	3%	1%	1%	2%	4%	-	1%	-	-	6%	1%	1%	10%	-	1%	6%	-	2%	6%	2%	-	7%	2%	-	-	-	



	Total	Q5 And thinking about the next two years, for each of the following industries would you say that the operating environment in the UK will get better, worse or stay about the same as it currently is?											Nets			Mean
		Much worse 0	1	2	3	4	Neither better nor worse 5	6	7	8	9	Much better 10	Worse (0-3)	Neither (4-6)	Better (7-10)	
Medical devices industry	250	4	2	3	9	18	99	35	34	24	15	7	15	152	85	7
100%		2%	1%	1%	4%	7%	40%	14%	14%	10%	6%	3%	7%	61%	32%	
Pharmaceutical industry	250	4	1	6	14	25	86	38	40	21	6	9	25	149	76	7
100%		2%	0%	2%	6%	10%	34%	15%	16%	8%	2%	4%	10%	60%	30%	
Food manufacturing industry	250	3	-	5	14	36	86	56	27	13	6	2	22	180	48	6
100%		1%	-	2%	6%	14%	35%	22%	11%	5%	2%	1%	9%	72%	19%	
Consumer products industry	250	3	4	6	14	31	99	40	32	16	3	2	27	170	53	6
100%		1%	2%	2%	6%	12%	40%	16%	13%	6%	1%	1%	11%	68%	21%	
Energy industry	250	4	-	12	23	43	81	41	26	17	2	1	39	165	46	6
100%		2%	-	5%	9%	17%	32%	16%	10%	7%	1%	0%	16%	66%	18%	
Banking industry	250	15	1	12	28	41	84	25	23	12	7	2	56	150	44	6
100%		6%	0%	5%	11%	16%	34%	10%	9%	5%	3%	1%	22%	60%	18%	
Tobacco industry	250	38	15	25	19	40	83	10	9	4	5	2	97	133	20	5
100%		15%	6%	10%	8%	16%	33%	4%	4%	2%	2%	1%	39%	53%	8%	



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q6 What first springs to mind when you think about the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK?

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			D1 Are you...?		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI			
		GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy		
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89	
Money making industry / profit drive	Count	74	24	19	15	10	-	-	11	26	24	13	-	37	37	41	33	23	21	15	6	2	7 (C)	5	19	50	12 (C)	44 (C)	18	15 (C)	48 (C)	11	6	55 (C)	13	6	54 (C)	14	
%	%	30%	31%	32%	32%	21%	-	-	37%	33%	28%	27%	-	34%	28%	30%	29%	31%	36%	22%	23%	15%	70%	28%	28%	30%	41%	41%	16%	44%	38%	12%	35%	36%	16%	43%	37%	16%	
Research/new drugs/product development	Count	41	8	13	17 (D)	2	1	-	3	9	22	7	-	12	29 (B)	15	26 (A)	11	8	13	5	4	-	3	11	27	-	19	22	1	22	18	1	21	19	-	24	17	
%	%	16%	10%	20%	27%	5%	50%	-	10%	11%	26%	15%	-	11%	22%	11%	23%	15%	14%	19%	19%	31%	-	17%	16%	16%	-	18%	19%	3%	18%	20%	6%	14%	24%	-	16%	19%	
Other	Count	33	12	7	7	7	-	2	7	11	10	3	2	18	13	19	14	18 (C)	5	5	5	-	-	3	13	17	4	9	20	3	13	17	4	16	13	-	22	11	
%	%	13%	16%	11%	11%	16%	-	25%	23%	14%	12%	6%	25%	17%	10%	14%	13%	24%	9%	7%	19%	-	-	17%	19%	10%	14%	8%	18%	9%	10%	19%	24%	10%	16%	-	15%	12%	
High cost/ Expensive	Count	26	4	10	8	4	-	1	3	9	8	5	-	12	13	11	15	7	6	10	2	1	-	3	12 (C)	11	4	14	8	4	19 (C)	3	1	21	4	2	19	5	
%	%	10%	5%	15%	13%	9%	-	13%	10%	11%	9%	10%	13%	11%	10%	8%	13%	9%	10%	15%	8%	10%	-	17%	18%	7%	14%	13%	7%	12%	15%	3%	6%	14%	5%	14%	13%	6%	
Innovation	Count	22	4	7	5	6	-	-	1	7	12	2	-	8	14	13	9	3	5	8	2	4 (A)	-	-	4	18	-	12	10	1	10	11	-	13	9	1	10	11	
%	%	9%	5%	11%	8%	14%	-	-	3%	9%	14%	4%	-	7%	11%	9%	8%	4%	9%	12%	8%	31%	-	-	11%	-	11%	9%	3%	8%	12%	-	8%	11%	7%	7%	12%		
GSK	Count	20	8	3	1	8 (C)	-	1	2	6	7	4	1	8	11	18 (B)	2	9	3	6	1	-	-	3	17	1	8	11	2	8	10	2	8	10	1	8	11		
%	%	8%	10%	5%	2%	19%	-	13%	7%	8%	8%	8%	13%	7%	8%	13%	2%	12%	5%	9%	4%	8%	-	-	4%	10%	3%	7%	10%	6%	6%	11%	12%	5%	13%	7%	5%	12%	
Bias/secretive/manipulative/cheating	Count	20	8	5	3	4	-	1	3	5	5	6	1	8	11	14	6	4	3	3	7 (A C)	1	2	3	4	13	6 (C)	10	4	4	6 (C)	12	2	2	15	3	5 (B C)	10	5
%	%	8%	10%	8%	5%	9%	-	13%	10%	6%	6%	13%	13%	7%	8%	10%	5%	5%	5%	4%	27%	8%	20%	17%	6%	8%	21%	9%	4%	18%	10%	2%	12%	10%	4%	36%	7%	6%	
Unethical practices	Count	19	10	3	4	2	-	-	5	5	4	-	-	10	9	13	6	4	7	1	5 (C)	1	1	6 (B C)	4	9	6 (C)	9	4	4	13	2	-	17 (C)	2	2	12	5	
%	%	8%	13%	5%	6%	5%	-	-	17%	6%	6%	8%	-	9%	7%	9%	5%	5%	12%	1%	19%	8%	10%	33%	6%	5%	21%	8%	4%	12%	10%	2%	-	11%	3%	14%	8%	6%	
Pfizer	Count	18	7	3	-	8	-	-	1	10	4	3	-	11	7	12	6	5	4	6	1	1	1	1	17 (B)	2	4	12	2	6	10	1	10	7	1	6	11		
%	%	7%	9%	5%	-	18%	-	-	3%	13%	5%	6%	-	10%	5%	9%	5%	7%	9%	4%	8%	10%	-	1%	10%	-	1%	10%	7%	4%	11%	6%	5%	11%	6%	9%	7%	4%	12%
Other pharma companies	Count	17	5	3	5	4	-	-	1	4	6	5	-	5	12	10	7	3	5	-	1	1	1	10	2	4	11	6	7	1	9	7	1	9	7	8	7		
%	%	7%	6%	5%	8%	9%	-	-	3%	5%	7%	13%	-	5%	9%	7%	6%	9%	5%	7%	-	8%	10%	-	10%	6%	7%	4%	10%	12%	5%	8%	6%	9%	14%	5%	8%		
Helpful industry	Count	14	7	3	2	2	-	2	-	7	3	2	2 (C)	7	5	7	7	2	4	4	3	-	1	1	2	11	-	3	11 (B)	1	3	10 (B)	-	7	7	-	8	6	
%	%	6%	9%	5%	3%	5%	-	25%	-	9%	4%	4%	25%	6%	4%	5%	6%	3%	7%	6%	12%	-	10%	6%	3%	7%	-	3%	10%	3%	2%	11%	-	5%	9%	-	5%	7%	
Medication	Count	11	1	1	6	2	1 (A B)	2 (D)	-	4	1	4	2 (B C)	4	5	4	7	2	1	6	1	6	1	1	9	1	4	6	1	5	4	-	7	4	-	6	5		
%	%	4%	1%	2%	10%	5%	50%	25%	-	5%	1%	8%	25%	4%	4%	3%	6%	3%	2%	9%	-	8%	10%	6%	1%	5%	3%	4%	5%	3%	4%	5%	-	5%	5%	-	4%	6%	
Astra Zeneca	Count	11	7	2	-	2	-	-	1	4	3	3	-	5	6	10 (B)	1	5	2	3	-	-	1	-	1	10	1	3	7	1	3	7	-	6	5	-	4	7	
%	%	4%	9%	3%	-	5%	-	-	3%	5%	4%	6%	-	5%	5%	7%	1%	7%	3%	4%	-	-	10%	-	1%	6%	3%	6%	3%	2%	8%	-	4%	6%	-	3%	8%		
Sales rep	Count	10	3	1	6	-	-	-	1	2	6	1	-	3	7	2	8 (A)	4	1	2	1	2	1	1	6	1	5	4	5	1	5	4	-	5	4	5	3		
%	%	4%	4%	2%	10%	-	-	-	3%	3%	7%	2%	-	3%	5%	1%	7%	5%	2%	1%	8%	8%	10%	-	3%	5%	-	4%	5%	6%	3%	5%	7%	4%	3%	7%	4%	3%	
Efficient treatment	Count	10	5	3	2	-	-	-	-	3	4	3	-	3	7	6	4	2	4	3	1	-	-	1	2	7	-	5	5	-	4	6	-	7	3	-	4	6	
%	%	4%	6%	5%	3%	-	-	-	-	4%	5%	6%	-	4%	3%	5%	4%	3%	7%	4%	4%	-	-	6%	4%	-	5%	4%	-	3%	7%	-	5%	4%	-	3%	7%		
Efficient/well-regulated	Count	4	1	3	-	-	-	-	-	1	2	1	-	3	2	2	2	2	2	2	-	-	-	-	4	-	4	-	2	1	3	-	1	2	1	1	2	1	
%	%	2%	1%	5%	-	-	-	-	-	1%	2%	2%	-	1%	2%	1%	2%	-	3%	3%	-	-	-	-	-	2%	-	2%	2%	-	1%	3%	6%	1%	3%	7%	1%	2%	

Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q6 What first springs to mind when you think about the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK?

Base: All

		Total		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					D1 Are you - ?		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
				Hospital/Seco Primary Care Doctor					Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy					
				(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)						
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89										
Negative	Count	116	39	35	27	15	-	2	19	37	35	23	2	56	58	66	50	32	32	25	13	5	9 (C)	13	31	72	21 (C)	64 (C)	31	24 (C)	74 (C)	18	8	89 (C)	19	10 (C)	81 (C)	25									
	%	46%	51%	54%	43%	36%	-	25%	63%	47%	41%	48%	25%	51%	44%	48%	45%	43%	55%	37%	50%	38%	90%	72%	44%	72%	59%	27%	71%	59%	20%	47%	58%	24%	71%	55%	28%										
Neutral	Count	91	27	16	22	25 (B)	1	5	11	30	26	17	5	41	45	51	40	38 (B)	13	26	9	3	2	4	63	8	28	55 (B)	8	38	45 (A, B)	7	46	38 (B)	3	46	42 (B)	46									
	%	36%	35%	25%	35%	58%	50%	63%	37%	38%	33%	35%	63%	38%	34%	37%	36%	51%	22%	38%	35%	23%	20%	22%	36%	38%	28%	26%	49%	24%	30%	48%	41%	30%	48%	21%	31%	47%									
Positive	Count	81	22	24	24	10	1	2	4	25	36 (B)	14	2	29	50	39	42	17	23	25	9	6	1	5	18	58	-	36	45	3	36 (A, B)	42 (A, B)	2	43	36 (A, B)	2	42	37									
	%	32%	29%	37%	38%	23%	50%	25%	13%	32%	42%	29%	25%	27%	38%	28%	38%	23%	40%	37%	35%	46%	10%	28%	27%	35%	-	33%	40%	9%	29%	46%	12%	28%	46%	14%	29%	42%									



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q7 Which of the words and phrases listed below, if any, do you associate with the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK? - 1 (Most likely to associate with the industry)

Base: All

		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
		Hospital/Secondary Care Doctor					Nurse					Pharmacist					Other					Under 25					25-34					35-44					45-54					55+					Under 25					25-44					44+					Male					Female					South East					Midlands					North					Wales and South West					Scotland					Northern Ireland					Unfamiliar					Neither					Familiar					Unfavourable					Neither					Favourable					Untrustworthy					Neither					Trustworthy					Unfavourable					Neither					Favourable					Untrustworthy					Neither					Trustworthy																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
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Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q7 Which of the words and phrases listed below, if any, do you associate with the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK? - 2 (2nd most likely to associate with the industry)

Base: All

		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
		GP					Hospital/Secondary Care Doctor					Nurse					Pharmacist					Other					Under 25					25-34					35-44					45-54					55+					Under 25					25-44					44+					Male					Female					South East					Midlands					North					Wales and South West					Scotland					Northern Ireland					Unfamiliar					Neither					Familiar					Unfavourable					Neither					Favourable					Untrustworthy					Neither					Trustworthy					Unfavourable					Neither					Favourable					Untrustworthy					Neither					Trustworthy																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
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Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q7 Which of the words and phrases listed below, if any, do you associate with the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK? - 3 (3rd most likely to associate with the industry)

Base: All

		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89	
Valuable	Count	56	14	16	16	10	-	2	4	15	25	10	2	19	35	28	28	19	12	14	6	4	1	3	14	39	2	24	30	4	28	24	3	31	22	1	32	23	
%	22%	18%	25%	25%	23%	-	25%	13%	19%	29%	21%	25%	25%	17%	26%	20%	25%	25%	21%	21%	23%	31%	10%	17%	21%	24%	7%	22%	27%	12%	22%	26%	18%	20%	28%	7%	22%	26%	
Expensive	Count	47	18	9	12	8	-	3	7	15	13	9	3	22	22	25	22	11	14	12	4	2	4	3	15	29	6	19	22	8	21	18	2	27	18	2	27	18	
%	19%	23%	14%	19%	19%	-	38%	23%	19%	15%	19%	38%	20%	17%	18%	20%	15%	24%	18%	15%	15%	40%	17%	22%	18%	21%	18%	19%	24%	17%	20%	12%	18%	23%	14%	18%	20%		
Scientific	Count	47	17	13	10	7	-	-	5	14	20	8	-	19	28	28	19	13	10	13	7	1	3	6	12	29	4	28	15	4	31	12	2	33	12	1	35	11	
%	19%	22%	20%	16%	16%	-	-	17%	18%	24%	17%	-	17%	21%	20%	17%	17%	17%	19%	27%	8%	30%	33%	18%	18%	14%	26%	13%	12%	25%	13%	12%	21%	15%	7%	24%	12%		
Innovative	Count	35	10	7	10	9	-	-	4	14	8	9	-	18	17	20	15	9	9	13	2	1	1	3	11	21	5	13	17	5	15	15	3	21	11	2	18	15	
%	14%	13%	11%	16%	16%	-	-	13%	18%	9%	19%	-	17%	13%	14%	13%	12%	16%	19%	8%	8%	10%	17%	16%	13%	17%	12%	15%	12%	16%	18%	14%	14%	14%	12%	17%			
Greedy	Count	17	7	7	1	2	-	1	5 (D)	7	1	3	1	12 (C)	4	9	8	5	3	4	3	1	1	3	13	4	5	8	4	7	6	1	13	3	1	11	5		
%	7%	9%	11%	2%	5%	-	13%	17%	9%	1%	6%	13%	11%	7%	7%	7%	5%	6%	12%	8%	10%	6%	6%	4%	8%	14%	5%	7%	12%	6%	7%	6%	8%	4%	7%	6%			
Unaccountable	Count	16	6	3	4	3	-	-	2	4	6	4	-	6	10	12	4	5	3	4	3	1	1	6	9	5 (C)	7	4	4	9	3	3	10	3	3 (B)	7	6		
%	6%	8%	5%	6%	7%	-	-	7%	5%	7%	8%	-	6%	8%	9%	4%	7%	5%	6%	12%	8%	-	6%	9%	5%	17%	6%	4%	12%	7%	3%	18%	6%	4%	21%	5%			
Ethical	Count	14	2	2	6	3	1 (A B)	-	2	3	7	2	-	5	9	5	9	7	3	1	-	3 (C)	-	-	3	11	-	2	12 (B)	1	4	9	1	5	8	1	5	8	
%	6%	3%	3%	10%	7%	50%	-	7%	4%	8%	4%	-	5%	7%	4%	8%	9%	5%	1%	-	23%	-	-	4%	7%	-	2%	11%	3%	3%	10%	6%	3%	10%	7%	3%			
Unethical	Count	13	3	5	3	1	1 (A D)	2	1	5	4	1	2 (C)	6	5	8	5	3	2	7	1	-	3	9	3	8	2	4 (C)	8	1	-	12 (C)	1	-	1	2	9	2	
%	5%	4%	8%	5%	2%	50%	25%	3%	6%	5%	2%	25%	6%	4%	6%	4%	4%	3%	10%	4%	-	-	6%	4%	5%	10%	7%	2%	12%	6%	1%	-	8%	1%	14%	6%			
Not selected	Count	5	-	3	1	1	-	-	-	2	1	2	-	2	3	3	2	3	2	-	-	-	-	-	-	5	-	2	3	-	2	3	2 (B)	2	1	1	3	1	
%	2%	-	5%	2%	2%	-	-	-	-	3%	1%	4%	-	2%	2%	2%	2%	4%	3%	-	-	-	-	-	3%	-	2%	3%	-	2%	3%	12%	1%	1%	7%	2%	1%		



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q7 Which of the words and phrases listed below, if any, do you associate with the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK? - % selecting in their top 3

Base: All

		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					D1 Are you...?		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy								
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)							
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89							
Scientific	Count	171	54	46	43	27	1	6	18	57	61	29	6	75	90	95	76	47	44	48	16	8	8	14	42	115	11	74 (A)	86 (A)	16	81%	81%	74 (A)	17	105	59 (A)	4	104 (A)	63 (A)						
	%	68%	70%	71%	68%	63%	50%	75%	60%	72%	72%	60%	75%	69%	68%	69%	68%	63%	76%	71%	62%	62%	80%	78%	63%	70%	38%	69%	76%	47%	65%	81%	41%	68%	75%	29%	71%								
Expensive	Count	152	45	40	34	29	1	5	21	48	49	29	5	69	78	81	71	47	34	42	17	6	6	13	46	93	21	77 (C)	54	23 (C)	90 (C)	39	10	105 (C)	37	7	100 (C)	45							
	%	61%	58%	61%	63%	58%	50%	63%	70%	61%	58%	60%	63%	59%	63%	59%	62%	65%	46%	60%	72%	71%	48%	68%	63%	43%	59%	68%	47%	50%	68%	47%	50%	68%	51%	60%									
Innovative	Count	129	38	35	32	24	-	2	11	47	46	23	2	58	69	72	57	42	27	34	14	8	4	7	31	91	8	50	71 (A,B)	13	62	54	9	65	55 (B)	5	64	60 (B)							
	%	52%	49%	54%	51%	56%	-	25%	37%	59%	54%	48%	25%	53%	52%	51%	56%	47%	50%	54%	62%	40%	39%	46%	56%	28%	40%	63%	38%	50%	59%	53%	42%	70%	36%	44%	67%								
Valuable	Count	119	34	30	33	21	1	3	8	31	50 (B)	27	6	77 (B)	62	57	36	29	30	12	9	3	7	32	80	9	2	51 (A)	66 (A)	5	56 (A)	58 (A,B)	6	62	51 (B)	3	64	52 (A)							
	%	49%	44%	46%	52%	49%	50%	38%	27%	39%	59%	56%	38%	58%	45%	51%	48%	50%	44%	46%	69%	30%	39%	48%	48%	7%	47%	58%	15%	45%	64%	35%	40%	65%	21%	44%	58%								
Greedy	Count	78	27	23	17	10	1	4	19 (C,D,E)	25	18	12	4	44 (C)	30	42	36	21	19	24	7	3	4	7	25	46	22 (B,C)	34	22	22 (B,C)	44 (C)	12	8 (C)	60 (C)	10	8 (C)	56 (C)	14							
	%	31%	35%	35%	27%	23%	50%	50%	63%	32%	21%	25%	50%	40%	23%	30%	32%	28%	33%	35%	27%	23%	40%	39%	28%	76%	31%	19%	65%	35%	13%	47%	39%	13%	57%	36%	16%								
Unaccountable	Count	33	13	5	8	7	-	1	5	7	10	10	1	12	20	19	14	11	5	9	5	1	2	3	10	20	14	9	9 (C)	16	8	6 (C)	22	5	7 (B,C)	17	9								
	%	13%	17%	8%	13%	16%	-	13%	17%	9%	12%	21%	13%	11%	15%	14%	13%	15%	9%	13%	19%	8%	20%	17%	15%	12%	34%	13%	8%	26%	13%	9%	35%	14%	6%	50%	12%	10%							
Unethical	Count	32	13	7	5	6	1	2	5	12	8	5	2	17	13	24 (B)	8	7	7	9	6	1	2	3	8	21	13 (B,C)	15 (C)	4	13 (B,C)	17 (C)	2	1	28 (C)	2	5 (C)	22	5							
	%	13%	17%	11%	8%	14%	50%	25%	17%	15%	9%	10%	25%	17%	10%	13%	10%	7%	9%	12%	13%	23%	8%	20%	17%	13%	45%	14%	4%	38%	14%	2%	12%	18%	3%	36%	15%	6%							
Ethical	Count	31	7	5	10	8	1	1	3	8	12	7	1	11	19	16	15	11	7	8	1	3	1	-	7	24	-	7	24 (B)	1	7	23 (A,B)	1	13	17 (B)	2	11	18 (B)							
	%	12%	9%	8%	16%	19%	50%	13%	10%	10%	14%	15%	13%	10%	14%	12%	13%	15%	12%	12%	4%	23%	10%	-	10%	15%	-	6%	21%	3%	6%	25%	6%	8%	22%	14%	7%	20%							



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q8 To what extent, if at all, does the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK perform well or badly on each of the following? - Contributing to the national economy

Base: All

		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		Hospital/Secondary Care																																											
		GP	Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy								
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)					
		Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89					
Total	Count	117	38	27	27	24	1	3	11	41	35	27	3	52	62	74 (B)	43	35	35	28	10	7	2	4	20	93 (A B)	7	40	70 (A B)	13	41	63 (A B)	7	57	53 (B)	8	52	57 (B)							
Well	%	47%	49%	42%	43%	56%	50%	38%	37%	52%	41%	56%	38%	48%	47%	54%	38%	47%	60%	41%	38%	54%	20%	22%	30%	24%	37%	62%	38%	33%	37%	67%	41%	37%	67%	57%	35%	64%							
Neither	Count	113	27	35	33	17	1	4	14	34	43	18	4	48	61	51	62 (A)	29	22	34	14	6	8	9	40 (C)	64	13	60 (C)	40	13	74 (C)	26	7	80 (C)	3	79 (C)	31								
	%	45%	35%	54%	52%	40%	50%	50%	47%	43%	51%	38%	50%	44%	46%	37%	55%	39%	38%	50%	54%	46%	80%	50%	60%	39%	45%	56%	35%	59%	29%	41%	52%	33%	21%	54%	36%								
Badly	Count	20	12	3	3	2	-	1	5	4	7	3	1	9	10	13	7	11	1	6	2	-	-	5 (C)	7	8	9 (B C)	8	3	8 (B C)	10	2	3	17	-	3 (C)	16 (C)	1							
	%	8%	16%	5%	5%	5%	2%	13%	17%	5%	8%	6%	13%	8%	8%	9%	6%	15%	2%	9%	8%	-	-	28%	10%	5%	31%	7%	3%	24%	8%	2%	18%	11%	-	21%	11%	1%							



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q8 To what extent, if at all, does the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK perform well or badly on each of the following? - Contributing to the national economy

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.								Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy		
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)		
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89	
	Mean	7	7	7	7	8	8	7	7	8	7	7	7	7	7	7	7	7	8	7	7	8	7	6	7	8	6	7	8	6	7	8	7	8	7	8	7	8	
	Median	7	7	7	7	8	8	6	7	8	7	8	6	7	7	8	7	7	8	7	8	7	6	7	8	6	7	8	6	7	8	7	8	7	8	7	8		
Very well 10	Count	5	1	-	1	3	-	1	1	1	-	2	1	1	2	4	1	1	1	-	1	-	1	-	1	4	-	-	5	-	-	5	-	-	2	3	-	3	
	%	2%	1%	-	2%	7%	-	13%	3%	1%	-	4%	13%	2%	2%	3%	1%	1%	2%	1%	-	8%	10%	-	1%	2%	-	-	4%	-	-	5%	-	1%	4%	-	1%	3%	
9	Count	20	9	4	5	2	-	-	1	10	5	4	-	11	9	15	5	6	7	4	2	1	-	-	3	17	1	4	15 (B)	3	4	13 (B)	1	8	11	1	7	12	
	%	8%	12%	6%	8%	5%	-	-	3%	13%	6%	8%	-	10%	7%	11%	4%	8%	12%	6%	8%	8%	-	-	4%	10%	3%	4%	13%	9%	3%	14%	6%	5%	14%	7%	5%	13%	
8	Count	41	9	11	11	9	1	2	4	13	14	8	2	17	22	22	19	13	7	14	4	3	-	1	6	34	1	14	26 (A)	4	13	24 (B)	1	22	18	3	15	23 (B)	
	%	16%	12%	17%	17%	21%	50%	25%	13%	16%	16%	17%	25%	16%	17%	16%	17%	17%	12%	21%	15%	23%	-	6%	9%	21%	3%	13%	23%	12%	10%	26%	6%	14%	23%	21%	10%	26%	
7	Count	51	19	12	10	10	-	-	5	17	16	13	-	22	29	33	18	15	20	9	4	2	1	3	10	38	5	22	24	6	24	21	5	25	21	4	28	19	
	%	20%	25%	18%	16%	23%	-	-	17%	22%	19%	27%	-	20%	22%	24%	16%	20%	34%	13%	15%	15%	10%	17%	15%	17%	3%	20%	21%	18%	19%	23%	29%	16%	27%	29%	19%	21%	
6	Count	52	16	18	8	9	1	-	5	17	22	8	-	22	30	30	22	13	8	16	9	3	3	2	17	33	6	27	19	4	35	13	2	38	12	2	36	14	
	%	21%	21%	28%	13%	21%	50%	-	17%	22%	26%	17%	-	20%	23%	22%	20%	17%	14%	24%	35%	23%	30%	11%	25%	20%	21%	25%	17%	12%	28%	14%	12%	25%	15%	14%	24%	16%	
Neither well nor badly 5	Count	50	8	13	22 (A)	7	-	3	7	14	18	8	3	21	26	18	32 (A)	14	12	14	4	3	3	6	19	25	6	25	19	8	29	13	4	35	11	1	38	13	
	%	20%	10%	20%	35%	16%	-	38%	23%	18%	21%	17%	38%	19%	20%	13%	29%	19%	21%	21%	15%	23%	2	33%	28%	15%	21%	23%	17%	24%	23%	14%	24%	23%	14%	7%	24%	15%	
4	Count	11	3	4	3	1	-	1	2	3	3	2	-	5	5	3	8	2	2	4	1	-	-	6	1	4	6	1	8	2	10	-	7	3	-	7	4	-	
	%	4%	4%	6%	5%	2%	-	13%	7%	4%	4%	4%	13%	5%	4%	2%	7%	3%	3%	6%	4%	-	20%	6%	6%	4%	3%	7%	2%	3%	8%	-	6%	5%	4%	-	5%	4%	
3	Count	7	4	2	1	-	-	-	2	1	3	1	-	3	4	4	3	6	-	1	-	-	-	2	2	3	2	4	1	5	1	-	7	-	1	6	-	-	
	%	3%	5%	3%	2%	-	-	-	7%	1%	4%	2%	-	3%	3%	3%	3%	8%	-	1%	-	-	-	11%	3%	2%	-	7%	4%	1%	3%	4%	-	5%	-	7%	4%	-	
2	Count	7	7	-	-	-	-	7	1	2	3	1	-	5	1	4	3	3	1	2	-	-	-	3 (C)	2	2	3 (C)	3	1	4 (B)	3	-	5	-	1	6	-	-	
	%	3%	9%	-	-	-	-	13%	7%	4%	1%	-	13%	5%	1%	3%	3%	4%	2%	1%	8%	-	-	17%	3%	1%	10%	3%	1%	12%	2%	-	12%	3%	-	7%	4%	-	
1	Count	3	-	1	1	1	-	-	1	-	2	-	-	1	2	3	-	1	-	2	-	-	-	-	1	2	1	1	1	-	2	1	1	2	-	-	3	-	
	%	1%	-	2%	2%	1%	-	-	3%	-	2%	-	-	1%	2%	2%	-	1%	-	3%	-	-	-	-	1%	3%	1%	1%	-	2%	1%	6%	1%	-	1%	-	2%	-	
Very badly 0	Count	3	1	-	1	1	-	-	-	-	1	2	-	3	2	2	1	-	2	-	-	-	-	-	2	1	3	-	3	-	1	-	3	1	1	1	1	1	
	%	1%	1%	-	2%	2%	-	-	-	-	1%	4%	-	-	2%	1%	1%	1%	-	3%	-	-	-	-	3%	1%	10%	-	-	-	9%	-	-	2%	-	7%	1%	1%	



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q8 To what extent, if at all, does the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK perform well or badly on each of the following? - Creating new jobs

Base: All

		Total	S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
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Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q8 To what extent, if at all, does the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK perform well or badly on each of the following? - Creating new jobs

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI				
		Total	GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy		
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	108	17	154	79	14	147	89	
	Mean	7	7	7	7	8	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	6	7	8	7	7	8	7	7	8	7	7	8	7	8
	Median	7	7	7	6	8	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	6	7	8	7	7	8	7	7	8	7	7	8	7	8	
Very well 10	Count	7	1	-	2	4	-	1	1	4	1	-	1	5	2	3	-	2	-	1	1	-	1	-	6	-	1	6	-	-	6	1	2	4	1	2	4	1		
	%	3%	1%	-	3%	9%	-	13%	3%	5%	1%	-	13%	5%	1%	4%	2%	4%	-	3%	-	8%	10%	-	1%	4%	-	-	6%	3%	-	7%	6%	1%	5%	7%	1%	4%		
9	Count	9	3	1	2	3	-	-	1	5	2	1	-	6	3	5	4	3	3	1	2	-	-	-	2	7	1	1	7	1	2	6	-	3	6	-	1	8	-	
	%	4%	4%	2%	3%	7%	-	-	3%	6%	2%	2%	-	6%	2%	4%	4%	4%	5%	1%	8%	-	-	-	2	4%	3%	1%	6%	3%	2%	7%	-	2%	8%	-	1%	9%		
8	Count	30	10	4	10	6	-	1	1	2	9	11	1	11	18	19	11	8	8	12	-	2	-	1	4	25	-	9	21	5	12	13	-	11	19	2	9	19		
	%	12%	13%	6%	16%	14%	-	13%	7%	11%	8%	23%	13%	10%	14%	14%	10%	11%	14%	-	15%	-	6%	6%	15%	-	8%	19%	15%	10%	14%	-	7%	24%	14%	6%	21%			
7	Count	46	13	14	10	9	-	1	7	20	13	5	1	27	18	13	19	13	18	6	4	2	3	6	13	27	6	14	26	4	17	25	3	23	20	1	21	24		
	%	18%	17%	22%	16%	21%	-	13%	23%	25%	15%	10%	13%	25%	14%	20%	17%	17%	31%	9%	15%	15%	30%	33%	17%	19%	21%	13%	23%	12%	14%	18%	15%	25%	7%	14%	27%			
6	Count	58	22	19	7	9	1	2	8	16	23	9	2	24	32	34	24	18	13	14	10	1	2	1	12	45	6	33	19	7	38	4	17	4	38	16				
	%	23%	29%	29%	11%	21%	50%	25%	27%	20%	27%	19%	25%	22%	24%	25%	21%	24%	22%	21%	38%	8%	20%	6%	18%	27%	21%	31%	17%	21%	30%	14%	24%	24%	22%	29%	4	26%		
Neither well nor badly 5	Count	81	21	22	29	8	1	1	9	20	31	20	1	29	51	38	43	23	14	29	6	6	3	7	31	43	12	40	29	11	46	24	8	62	11	4	62	15		
	%	32%	27%	34%	46%	19%	50%	13%	30%	25%	36%	42%	13%	27%	38%	28%	38%	31%	24%	43%	23%	46%	30%	39%	46%	26%	41%	37%	26%	32%	37%	40%	14%	29%	42%	17%				
4	Count	10	4	3	2	1	-	2	3	4	1	-	2	5	5	5	2	2	5	2	2	1	2	1	2	7	1	7	2	6	2	6	10	9	1	9	1			
	%	4%	5%	5%	3%	2%	-	25%	-	4%	5%	2%	25%	3%	4%	4%	3%	3%	3%	4%	8%	10%	6%	3%	4%	3%	6%	2%	6%	5%	2%	-	6%	-	6%	-	1%			
3	Count	2	2	-	-	-	-	-	1	-	1	-	-	1	1	1	1	1	-	-	-	1	-	1	-	1	1	1	1	-	1	-	1	-	1	-	1	-		
	%	1%	3%	-	-	-	-	-	3%	-	1%	-	-	1%	1%	1%	1%	-	-	-	4%	-	-	6%	-	1%	-	3%	1%	-	3%	-	6%	1%	-	7%	1	-		
2	Count	5	1	1	1	2	-	-	1	2	-	-	-	2	3	3	-	-	1	1	-	-	-	2	3	-	3	2	3	2	-	2	-	3	-	3	2	-	3	
	%	2%	1%	2%	2%	5%	-	-	3%	3%	2%	-	-	3%	2%	1%	3%	4%	-	1%	4%	-	-	-	3%	2%	-	3%	2%	2%	3%	2%	-	2%	3%	-	2%	2%		
1	Count	1	-	1	-	-	-	-	-	-	1	-	-	-	1	1	-	-	-	-	1	-	-	-	1	-	-	1	-	-	1	-	-	1	-	-	1	-		
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Very badly 0	Count	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	%	0%	-	-	-	2%	-	-	-	-	-	-	-	-	1%	1%	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q8 To what extent, if at all, does the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK perform well or badly on each of the following? - Closely working with the NHS to ensure medicines are available when patients need them

Base: All

		S1 Please select your role:											D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
		Total	GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q8 To what extent, if at all, does the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK perform well or badly on each of the following? - Closely working with the NHS to ensure medicines are available when patients need them																																									
Base: All																																									
		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	50+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy			
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)			
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89			
	Mean	6	5	6	6	7	7	7	6	6	6	6	7	6	6	6	6	6	6	6	6	6	5	5	6	7	4	6	7	5	6	7	5	6	7	6	6	7			
	Median	6	6	6	6	7	7	7	6	6	6	6	7	6	6	6	6	7	6	6	6	6	5	6	6	7	4	6	7	5	6	7	4	6	7	5	6	7			
Very well 10	Count	6	-	-	4	2	-	1	-	1	2	2	1	4	1	5	1	-	4	-	-	-	1	-	1	5	-	-	6	1	-	5	-	2	4	-	2	4			
	%	2%	-	-	6%	5%	-	13%	-	1%	2%	4%	13%	1%	3%	1%	4%	1%	-	6%	-	-	10%	-	1%	3%	-	-	5%	3%	-	5%	-	1%	5%	-	1%	4%			
9	Count	12	1	6	1	4	-	-	2	7	1	2	-	9	3	10	2	6	2	4	-	-	-	-	3	9	1	1	10	-	2	10	-	3	9	1	1	10			
	%	5%	1%	9%	2%	9%	-	-	7%	9%	1%	4%	-	8%	2%	7%	2%	8%	3%	6%	-	-	-	-	4%	5%	3%	1%	9%	-	2%	11%	-	2%	11%	7%	1%	11%			
8	Count	24	8	4	6	5	1	1	1	6	11	3	1	9	14	10	9	8	5	-	-	-	-	3	21	-	6	18	1	7	16	2	10	12	3	9	12				
	%	10%	10%	6%	10%	12%	50%	13%	3%	10%	13%	6%	13%	8%	11%	10%	9%	12%	14%	7%	-	15%	-	-	4%	13%	-	6%	16%	3%	6%	18%	12%	6%	15%	21%	6%	13%			
7	Count	20	3	5	7	5	-	-	4	4	10	2	-	8	12	11	9	5	4	6	5	-	-	-	4	16	-	3	17	1	6	13	-	8	12	-	5	15			
	%	8%	4%	8%	11%	12%	-	-	13%	5%	12%	4%	-	7%	9%	8%	8%	7%	7%	7%	19%	-	-	-	6%	-	-	3%	15%	3%	5%	14%	-	5%	15%	-	3%	17%			
6	Count	51	14	16	10	11	-	3	5	19	15	9	3	24	30	21	15	12	15	6	3	-	4	11	36	1	24	26	5	27	19	2	31	18	1	28	22				
	%	20%	18%	25%	16%	26%	-	38%	17%	24%	18%	19%	38%	22%	18%	22%	19%	20%	26%	18%	23%	-	22%	16%	22%	3%	22%	23%	15%	22%	21%	12%	20%	23%	7%	19%	25%				
Neither well nor badly 5	Count	49	13	17	15	4	-	1	5	13	19	11	1	18	30	18	31	13	15	13	4	2	2	6	18	25	5	27	17	6	31	12	-	37	12	1	37	11			
	%	20%	17%	26%	24%	9%	-	13%	17%	16%	22%	23%	13%	17%	23%	13%	28%	17%	26%	19%	15%	15%	20%	33%	27%	15%	17%	25%	15%	18%	25%	13%	-	24%	15%	7%	25%	12%			
4	Count	36	15	6	9	6	1	-	6	13	9	8	-	19	17	24	12	9	6	10	4	3	4	2	13	21	3	26	7	3	25	8	4	23	9	2	24	10			
	%	14%	19%	8%	14%	14%	50%	-	20%	16%	11%	17%	-	17%	13%	17%	11%	12%	10%	15%	15%	23%	40%	11%	19%	13%	10%	24%	6%	9%	20%	9%	24%	15%	11%	14%	16%	11%			
3	Count	23	8	5	6	4	-	-	2	6	9	6	-	8	15	11	12	7	3	6	3	2	2	4	17	7	10	6	4	15	4	3	18	2	3	18	2				
	%	9%	10%	8%	10%	9%	-	-	7%	8%	11%	13%	-	7%	11%	8%	11%	9%	5%	9%	12%	15%	20%	11%	10%	6%	10%	24%	9%	5%	12%	4%	3%	21%	12%	2%	2%				
2	Count	16	6	7	2	1	-	1	4	5	3	3	1	9	6	3	7	6	3	3	3	3	1	2	4	10	4	10	2	4	10	2	1	1	13	2	13				
	%	6%	8%	11%	3%	2%	-	13%	13%	6%	4%	6%	13%	8%	5%	7%	6%	8%	5%	4%	12%	-	10%	11%	6%	6%	14%	9%	2%	12%	8%	2%	18%	8%	1%	7%	9%	2%			
1	Count	7	6	-	1	-	-	1	-	1	3	2	1	1	5	5	2	1	1	4	1	-	-	1	4	2	4	1	2	4	1	2	1	6	-	-	6	1			
	%	3%	8%	-	2%	-	-	13%	-	1%	4%	4%	13%	1%	4%	4%	2%	1%	2%	1%	4%	-	-	6%	6%	1%	14%	1%	2%	12%	1%	2%	6%	4%	-	4%	1%	1%			
Very badly 0	Count	6	3	-	2	1	-	-	1	2	3	-	-	3	5	1	3	1	1	1	-	1	-	1	2	3	4	1	2	5	1	-	2	4	-	4	-	4			
	%	2%	4%	-	3%	2%	-	-	3%	3%	4%	-	-	3%	2%	4%	1%	4%	2%	1%	-	8%	-	6%	3%	2%	14%	-	2%	15%	1%	-	12%	3%	-	14%	3%	-			



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q8 To what extent, if at all, does the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK perform well or badly on each of the following? - Marketing medicines responsibly

Base: All

		S1 Please select your role:											D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		Hospital/secondary Care																																												
		GP (A)	Doctor (B)	Nurse (C)	Pharmacist (D)	Other (E)	Under 25 (A)	25-34 (B)	35-44 (C)	45-54 (D)	55+ (E)	Under 25 (A)	25-44 (B)	44+ (C)	Male (A)	Female (B)	South East (A)	Midlands (B)	North (C)	Wales and South West (D)	Scotland (E)	Northern Ireland (F)	Unfamiliar (A)	Neither (B)	Familiar (C)	Unfavourable (A)	Neither (B)	Favourable (C)	Untrustworthy (A)	Neither (B)	Trustworthy (C)	Unfavourable (A)	Neither (B)	Favourable (C)	Untrustworthy (A)	Neither (B)	Trustworthy (C)									
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89								
Total Well	Count	91	14	29 (A)	26 (A)	21 (A)	1	5	10	35	26	15	5	45	41	49	42	26	26	24	10	3	2	1	15	75 (A B)	3	24	64 (A B)	7	27	57 (A B)	6	37	48 (B)	4	32	55 (B)								
	%	36%	18%	45%	41%	49%	50%	63%	33%	44%	31%	31%	63%	41%	31%	36%	38%	35%	45%	38%	23%	38%	20%	6%	22%	10%	3	22%	57%	21%	22%	24%	35%	24%	61%	29%	22%	62%								
Neither	Count	117	40	30	29	17	1	1	16	33	42	25	1	49	67	61	56	30	26	34	11	10	6	13 (C)	37	67	8	66 (A C)	43	10	79 (A C)	28	4	85 (A C)	28	5	81 (C)	31								
	%	47%	52%	46%	46%	40%	50%	13%	53%	42%	49%	52%	13%	45%	50%	44%	50%	40%	45%	50%	42%	77%	60%	72%	55%	41%	28%	61%	38%	29%	63%	31%	24%	55%	35%	36%	55%	36%								
Badly	Count	42	6	8	6	23 (B)	-	2	4	11	17	8	2	15	25	28	14	19	6	10	5	-	2	4	15	23	18 (B C)	18 (C)	6	17 (B C)	19	6	7 (C)	32 (C)	3	5 (C)	34 (C)	3								
	%	17%	30%	9%	13%	12%	-	5%	13%	14%	20%	17%	25%	14%	19%	20%	13%	25%	10%	15%	19%	-	20%	22%	22%	14%	62%	17%	5%	50%	15%	7%	41%	21%	4%	36%	23%	3%								



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q8 To what extent, if at all, does the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK perform well or badly on each of the following? - Marketing medicines responsibly

Base: All

		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		Hospital/Secondary Care Doctor					Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy					
		GP																																											
		(A)	(B)	(C)	(D)	(E)																																							
		(A)	(B)	(C)	(D)	(E)																																							
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89							
	Mean	7	6	7	7	7	7	7	6	5	7	6	7	7	6	6	7	7	7	7	7	7	6	6	6	7	4	6	8	5	6	8	6	8	6	6	8	7							
	Median	7	6	7	7	7	7	7	9	6	7	7	6	9	7	7	7	6	7	7	7	7	6	6	6	7	4	6	8	5	6	8	6	6	8	6	6	8							
Very well 10	Count	4	-	-	2	2	-	1	-	1	1	1	-	1	2	1	-	3	1	-	2	-	-	-	1	3	-	-	-	-	-	-	4	-	1	3	-	1	3						
	%	2%	-	-	3%	5%	-	13%	-	1%	1%	2%	-	1%	2%	1%	3%	1%	-	3%	-	-	-	10%	-	2%	-	-	4%	-	-	4%	-	1%	3%	-	1%	3%							
	Count	12	2	4	3	3	-	1	1	6	1	3	1	7	4	7	5	3	6	2	1	-	-	-	1	11	-	-	12	1	1	10 (B)	2 (B)	1	9 (B)	1	2	9 (B)							
8	%	5%	3%	6%	5%	7%	-	13%	3%	8%	1%	6%	13%	6%	3%	5%	4%	4%	10%	3%	4%	-	-	-	-	1%	7%	-	-	11%	3%	1%	11%	12%	1%	11%	7%	1%	10%						
	Count	36	4	11	12	9 (A)	-	3	6	11	9	7	3	17	16	20	16	9	8	12	4	3	-	7	29	2	8	26 (B)	2	13	21 (B)	3	18	15	2	15	19								
	%	14%	5%	17%	19%	21%	-	38%	20%	14%	11%	15%	38%	16%	12%	14%	14%	12%	14%	18%	15%	23%	-	-	10%	18%	7%	7%	23%	6%	10%	23%	18%	12%	19%	14%	10%	21%							
7	Count	39	8	14	9	7	1	-	3	17	15	4	-	20	19	21	18	13	12	8	5	-	1	1	6	32	1	16	22	4	13	22 (B)	1	17	21 (B)	1	14	24 (B)							
	%	16%	10%	22%	14%	16%	50%	-	10%	22%	18%	8%	-	18%	14%	15%	16%	17%	21%	12%	19%	-	2	6%	9%	3%	15%	19%	12%	10%	24%	6%	11%	27%	7%	10%	27%								
	Count	50	19	13	10	8	-	-	4	14	25	7	-	18	32	26	24	10	11	18	4	5	2	4	15	31	2	21	4	32	14	1	35	14	-	38 (C)	12	6							
6	%	20%	25%	20%	16%	19%	-	-	13%	18%	29%	15%	-	17%	24%	19%	21%	13%	19%	26%	15%	38%	20%	22%	19%	7%	25%	19%	12%	26%	15%	6%	23%	18%	-	26%	13%								
	Count	48	15	10	17	6	-	-	7	13	15	13	-	20	28	24	24	15	12	12	4	2	3	7 (C)	15	26	4	30 (C)	14	5	33 (C)	10	2	35	11	4	31								
	%	19%	19%	15%	27%	14%	-	-	23%	16%	18%	27%	-	18%	21%	17%	21%	20%	21%	18%	15%	30%	39%	22%	16%	14%	28%	12%	15%	26%	11%	12%	23%	14%	29%	21%	15%								
4	Count	19	6	7	2	3	1	-	5 (D)	6	2	5	1	11	7	11	8	5	3	4	3	4	1	2	10	2	9	8	1	14	4	1	15	3	12	6									
	%	8%	8%	11%	3%	7%	50%	13%	17%	8%	2%	10%	13%	10%	5%	8%	7%	7%	5%	6%	12%	23%	10%	11%	10%	6%	7%	8%	7%	3%	11%	4%	6%	10%	4%	7%	8%								
	Count	21	10	3	5	3	-	1	2	6	9	3	1	8	12	9	7	3	5	5	-	1	12	3	5	13	7 (C)	10	4	6 (C)	12	3	3	15	3	3 (C)	16 (C)	2	-						
3	%	8%	13%	5%	8%	7%	-	13%	7%	8%	11%	6%	13%	7%	9%	9%	8%	9%	5%	7%	19%	-	10%	17%	7%	8%	24%	9%	4%	18%	10%	3%	18%	10%	4%	21%	11%	2%							
	Count	4	3	-	1	-	-	-	-	1	2	1	-	1	3	2	2	3	1	-	-	-	-	1	3	1	3	1	3	2	-	4	-	4	-	4	-	-							
	%	2%	4%	-	2%	-	-	-	-	1%	2%	2%	-	1%	2%	1%	2%	4%	-	1%	-	-	-	-	-	1	2%	3%	-	6%	-	-	-	3%	-	-	3%	-							
1	Count	11	8	1	2	-	-	1	-	3	5	2	1	3	7	8	3	6	2	2	-	-	-	1	-	6	5	6 (B C)	4	1	7 (B C)	3	1	3 (B)	8	-	1	10	-						
	%	4%	10%	2%	3%	-	-	13%	-	4%	6%	4%	13%	3%	5%	6%	3%	8%	3%	2	-	-	10%	-	9%	3%	21%	4%	1%	18%	2%	1%	5%	-	7%	7%	-	-							
	Count	6	2	-	2	-	-	-	1	2	1	2	-	3	3	6	-	3	1	2	3	-	-	-	1	2	4 (B C)	1	1	2	1	5	-	1	4	-	1	1							
Very badly 0	%	2%	3%	3%	-	5%	-	-	7%	1%	1%	4%	-	3%	2%	4%	-	4%	2%	3%	-	-	-	6%	4%	1%	14%	1%	1%	6%	2%	2%	6%	3%	-	7%	3%	1%							



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q8 To what extent, if at all, does the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK perform well or badly on each of the following? - Communicating openly and transparently about its business practices																																													
Base: All																																													
			S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.						Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			Hospital/Secondary Care Doctor					Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy				
			GP	(A)	(B)	(C)	(D)																																			(E)	(A)	(B)	(C)
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89							
Well	Count	80	18	18	23	21 (A)	-	3	8	28	25	16	3	36	41	45	35	26	19	27	3	4	1	2	12	65 (A B)	1	16	63 (A B)	4	19	57 (A B)	4	30	46 (A B)	4	30	46 (B)							
	%	32%	28%	28%	37%	49%	-	38%	27%	35%	29%	33%	38%	33%	31%	33%	31%	35%	33%	40%	12%	31%	10%	11%	18%	40%	3%	15%	56%	12%	15%	63%	24%	19%	58%	29%	20%	52%							
Neither	Count	132	39	38	34	19	2	4	14	44	46	24	4	58	70	69	63	36	34	30	16	9	7	10	43	79	12	74 (A C)	46	15	86 (A C)	31	7	97 (C)	28	3	92 (A C)	37							
	%	53%	51%	58%	54%	44%	100%	50%	47%	56%	54%	50%	53%	50%	53%	50%	56%	48%	59%	44%	62%	69%	70%	56%	64%	48%	41%	69%	41%	44%	69%	34%	41%	63%	35%	21%	63%	42%							
Badly	Count	38	20	9	6	3	-	1	8	7	14	8	1	15	22	24	14	13	5	11	7	-	2	6 (C)	12	20	16 (B C)	18 (C)	4	15 (B C)	20 (C)	3	6 (C)	27	5	7 (B C)	25	6							
	%	15%	26%	14%	10%	7%	-	13%	27%	9%	16%	17%	13%	14%	17%	13%	17%	9%	16%	27%	-	20%	33%	18%	12%	55%	17%	4%	44%	16%	3%	35%	18%	6%	50%	17%	7%								



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

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Base: All																																																																	
		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)		Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI																													
			GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy																											
																																							D3 Please state your date of birth (dd/mm/yyyy)			D3 Please state your date of birth (dd/mm/yyyy)		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
																																							(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89																											
	Mean	6	6	6	7	7	7	7	6	7	6	6	7	7	6	6	6	7	6	7	7	6	7	6	5	6	7	4	6	8	5	6	8	5	6	8	5	6	7																										
	Median	7	6	6	6	7	7	7	7	7	6	7	7	7	6	7	6	7	6	7	7	6	7	6	6	6	7	4	6	8	5	6	8	5	6	8	5	6	8																										
Very well 10	Count	3	-	-	1	2	-	1	-	1	-	1	1	1	2	-	1	-	2	-	-	-	-	-	1	2	-	-	3	-	1	2	-	1	2	-	1	2	3																										
	%	1%	-	-	2%	5%	-	13%	-	1%	-	2%	13%	1%	1%	1%	2%	-	3%	-	-	-	10%	-	1%	-	-	1%	-	-	3%	-	3%	-	1%	3%	-	1%	3%																										
9	Count	11	-	3	5	3	-	-	2	4	2	3	-	6	5	5	6	3	-	-	6	2	-	-	-	11	-	-	-	11	2	-	9	-	4	7	(B)	-	3	8	(B)																								
	%	4%	-	5%	8%	7%	-	-	7%	5%	2%	6%	-	6%	4%	4%	5%	4%	-	9%	8%	-	-	-	-	7%	-	-	-	10%	6%	-	10%	-	3%	9%	-	2%	9%																										
8	Count	23	6	5	5	7	-	-	2	11	7	3	-	13	10	15	8	9	5	7	3	2	-	-	19	4	7	19	(B)	3	19	(B)	7	15	(B)	3	14	(B)	7	14	(B)																								
	%	9%	8%	8%	8%	16%	-	-	7%	14%	8%	6%	-	12%	8%	11%	7%	12%	9%	10%	-	15%	-	-	6%	12%	3%	10%	3%	3%	6%	16%	18%	5%	16%	16%	14%	5%	16%	14%	5%	16%																							
7	Count	43	12	10	12	9	-	2	4	12	16	9	2	16	25	24	19	14	14	12	1	2	-	2	7	34	-	13	30	(B)	1	12	30	(A B)	1	18	24	(B)	2	19	22																								
	%	17%	16%	15%	19%	21%	-	25%	13%	15%	19%	19%	25%	15%	19%	17%	19%	19%	24%	18%	4%	15%	-	11%	17%	10%	-	12%	27%	3%	10%	33%	12%	30%	14%	13%	25%																												
6	Count	46	17	12	8	8	1	1	8	15	13	9	1	23	22	28	18	11	15	8	7	3	2	1	10	35	-	20	26	18	26	18	32	14	29	17	29	17																											
	%	18%	22%	18%	13%	19%	50%	13%	27%	19%	15%	19%	13%	21%	17%	20%	16%	15%	26%	12%	27%	23%	20%	6%	15%	21%	-	19%	23%	6%	21%	20%	-	21%	18%	-	20%	19%																											
Neither well nor badly 5	Count	51	11	16	18	5	1	2	3	16	22	8	2	19	30	20	31	(A)	16	11	13	5	4	2	7	(C)	20	(C)	24	5	34	(C)	12	6	38	(C)	7	4	40	(C)	7	2	38	(C)	11																				
	%	20%	14%	25%	29%	12%	50%	25%	10%	20%	26%	17%	25%	17%	23%	14%	28%	21%	19%	19%	19%	31%	20%	39%	30%	15%	17%	31%	8%	11%	18%	30%	8%	24%	26%	9%	14%	26%	12%																										
4	Count	35	11	7	10	8	1	1	3	13	11	7	1	16	18	21	14	9	9	4	2	3	2	3	13	20	7	17	20	(C)	9	13	7	22	6	3	21	7	8	1	9	1																							
	%	14%	14%	15%	13%	14%	-	13%	10%	16%	13%	15%	13%	15%	14%	15%	13%	12%	14%	13%	15%	15%	30%	11%	19%	12%	24%	19%	7%	21%	18%	7%	18%	16%	9%	17%	10%																												
3	Count	13	8	2	2	2	-	-	5	(C)	2	3	3	-	6	6	7	5	1	2	3	-	2	3	2	8	5	8	-	3	8	2	1	9	3	2	8	3																											
	%	5%	10%	3%	3%	3%	2%	-	17%	3%	4%	6%	-	6%	5%	4%	6%	4%	2%	3%	12%	-	20%	17%	6%	3%	12%	17%	3%	12%	6%	3%	2%	6%	7	1	14%	5%	3%																										
2	Count	12	6	4	2	4	-	-	2	4	4	2	-	6	9	6	3	4	3	4	3	-	1	4	7	3	6	3	5	(C)	6	1	4	(B C)	7	1	8	3	1	8	1																								
	%	5%	8%	6%	3%	-	-	-	7%	5%	5%	4%	-	6%	5%	7%	3%	5%	5%	4%	8%	-	-	6%	3%	4%	10%	6%	3%	15%	5%	1%	24%	5%	1%	21%	5%	1%	5%	1%																									
1	Count	6	3	2	-	1	-	-	-	4	1	-	-	1	5	4	2	1	-	3	2	-	-	2	(C)	2	2	3	(C)	2	1	4	-	1	4	1	4	1	4	1																									
	%	2%	4%	3%	-	2%	-	-	3%	1%	-	-	-	4%	3%	2%	1%	-	4%	-	3	2	-	11%	4%	3%	1%	10%	2%	1%	6%	3%	-	6%	1%	3%	1%	7%	3%																										
Very badly 0	Count	7	3	1	2	1	-	1	-	1	3	2	1	(B)	1	5	5	-	2	3	1	3	-	-	-	4	3	5	(B)	2	-	5	(B)	2	-	7	5	1	5	1																									
	%	3%	4%	2%	3%	2%	-	13%	-	1%	4%	4%	13%	1%	4%	4%	2%	4%	2%	4%	-	-	-	-	-	6%	2%	17%	2%	-	15%	2%	-	5%	-	7%	3%	1%																											



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q8 To what extent, if at all, does the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK perform well or badly on each of the following? - Having an effective system of self-regulation

Base: All

		Total	S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.										Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
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			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)											
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89											
Well	Count	53	6	14	16 (A)	16 (A)	1	2	6	16	20	9	2	22	29	25	28	16	12	17	5	2	1	1	6	46 (B)	-	7	46 (B)	1	11	41 (A,B)	2	13	38 (A,B)	3	12	38 (B)											
	%	21%	8%	22%	25%	37%	50%	25%	20%	20%	24%	19%	25%	20%	22%	18%	25%	21%	21%	25%	19%	2	10%	6%	9%	28%	-	6%	41%	3%	9%	12%	8%	48%	21%	8%	43%												
Neither	Count	122	42	27	33	19	1	3	11	43	43	22	3	54	65	70	52	34	30	35	9	7	7	7	35	80	7	68 (A,C)	47	9	74 (A)	3	86 (A,C)	31	1	87 (A,C)	34												
	%	49%	55%	42%	52%	44%	50%	38%	37%	54%	51%	46%	38%	50%	49%	51%	46%	45%	52%	51%	35%	54%	70%	39%	52%	24%	63%	42%	26%	59%	43%	18%	57%	39%	7%	59%	38%												
Badly	Count	75	29	24	14	8	-	3	13	20	22	17	3	33	39	43	32	25	16	16	12	4	2	10 (C)	26	39	22 (B,C)	33	20	24 (B,C)	40 (C)	11	12 (B,C)	53 (C)	10	10 (B,C)	48	17											
	%	30%	38%	37%	22%	19%	-	38%	43%	25%	26%	35%	38%	30%	29%	31%	29%	33%	28%	24%	46%	31%	20%	56%	38%	24%	76%	31%	18%	71%	32%	12%	71%	34%	13%	71%	33%	19%											



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Q8 To what extent, if at all, does the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK perform well or badly on each of the following? - Having an effective system of self-regulation

Base: All

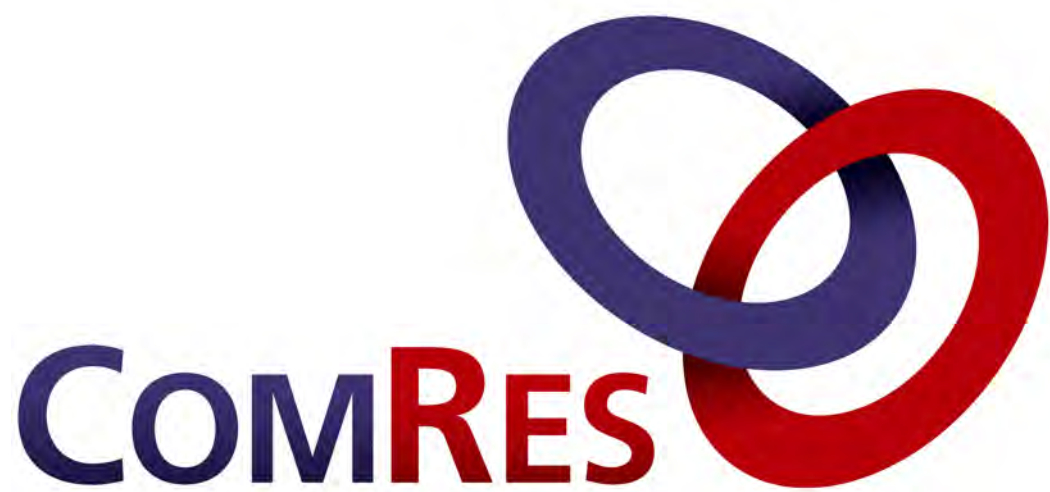
		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI			
		GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy		
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)		
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89	
	Mean	5	5	5	5	6	7	7	9	5	5	5	5	6	6	6	6	6	5	6	5	6	6	5	5	6	3	5	7	4	5	7	4	5	7	4	5	7	
	Median	5	5	6	6	7	9	5	5	6	6	6	5	6	6	6	6	6	5	6	6	5	6	6	4	5	6	3	5	7	4	5	7	4	5	7	4	5	
Very well 10	Count	3	-	-	-	2	1	-	1	1	-	-	1	1	2	1	1	2	1	-	1	-	-	1	-	3	-	-	3	-	-	3	-	-	1	2	-	1	2
	%	1%	-	-	-	5%	50%	-	13%	-	1%	-	13%	1%	1%	1%	2%	1%	-	1%	-	10%	-	-	2%	-	-	3%	-	-	3%	-	-	1%	3%	-	1%	2%	
9	Count	8	2	2	2	2	-	-	5	2	1	-	5	3	5	3	5	4	2	2	-	-	-	3	-	8	-	-	8	1	-	7	1	-	7	1	-	7	
	%	3%	3%	3%	3%	5%	-	-	6%	2%	2%	-	5%	2%	4%	3%	5%	3%	3%	-	-	-	-	5%	-	7%	-	3%	-	-	8%	6%	-	9%	-	9%	7%		
8	Count	22	4	4	7	7	-	1	3	4	9	5	1	7	14	9	13	7	3	9	1	2	-	-	4	18	-	5	17	6	16	15	6	15	1	5	16		
	%	9%	5%	6%	11%	16%	-	13%	10%	5%	11%	10%	13%	6%	11%	7%	12%	9%	5%	13%	4%	15%	-	-	6%	11%	-	5%	15%	-	5%	18%	6%	4%	19%	7%	3%		
7	Count	20	-	8	7	5	-	-	3	6	8	3	-	9	11	10	10	4	7	5	4	-	-	1	2	17	-	2	18	-	5	15	6	14	1	6	13		
	%	8%	-	12%	11%	12%	-	-	10%	8%	9%	6%	-	8%	7%	9%	5%	12%	7%	15%	-	-	6%	9%	3%	-	2%	16%	-	4%	16%	-	4%	18%	7%	4%	15%		
6	Count	27	8	7	6	6	-	-	5	11	7	4	-	16	11	6	8	9	8	9	1	2	1	8	18	1	15	1	16	10	1	17	9	-	16	11			
	%	11%	10%	11%	10%	14%	-	-	17%	14%	8%	8%	-	15%	8%	12%	10%	8%	14%	13%	4%	8%	20%	6%	12%	11%	3%	10%	13%	3%	13%	11%	6%	11%	11%	-	11%	12%	
Neither well nor badly 5	Count	55	20	13	14	7	1	-	3	16	24	12	-	19	36	29	26	16	16	14	3	4	2	6	31	5	29	21	5	32	18	-	41	14	-	40	15		
	%	22%	26%	20%	22%	16%	50%	-	10%	20%	28%	25%	-	17%	27%	21%	23%	21%	28%	21%	12%	31%	20%	33%	27%	19%	17%	27%	19%	15%	26%	20%	-	27%	18%	-	27%	17%	
4	Count	40	14	7	13	6	-	3	16	12	6	3	-	19	18	25	12	6	12	5	2	3	2	3	31	1	29	11	3	26	11	2	30	6	1	31	6		
	%	16%	18%	11%	21%	14%	-	38%	10%	20%	14%	13%	38%	17%	14%	18%	13%	16%	10%	18%	19%	30%	-	13%	19%	3%	26%	10%	9%	21%	12%	19%	10%	7%	21%	9%			
3	Count	31	10	11	6	4	-	1	7	7	7	9	1	14	16	19	12	9	7	5	5	4	1	4	12	15	4	18	9	7	18	6	5	21	5	2	21		
	%	12%	13%	17%	10%	9%	-	13%	23%	9%	8%	18%	13%	13%	12%	14%	11%	12%	12%	7%	19%	10%	14%	22%	9%	14%	17%	8%	21%	14%	7%	29%	14%	6%	14%	14%	9%		
2	Count	21	11	4	3	3	-	-	3	9	5	4	-	12	9	9	12	11	3	2	4	1	5	13	6	9	6	9	12	3	9	17	1	14	4	14	3		
	%	8%	14%	6%	5%	7%	-	-	10%	11%	6%	8%	-	11%	7%	7%	11%	15%	5%	3%	15%	-	10%	28%	4%	8%	21%	8%	5%	18%	10%	3%	18%	11%	1%	29%	10%	3%	
1	Count	8	2	4	2	-	-	-	3	4	1	-	3	5	6	2	1	3	3	1	-	-	-	5	3	4	3	1	3	4	1	2	4	2	1	5	2		
	%	3%	3%	6%	3%	-	-	-	4%	5%	2%	-	4%	2%	4%	2%	1%	5%	4%	2%	-	-	-	7%	2%	14%	3%	1%	9%	3%	1%	12%	3%	3%	7%	3%	2%		
Very badly 0	Count	15	6	5	3	1	-	2	3	1	6	3	2	4	9	9	6	4	3	6	2	-	-	6	8	3	4	6	8	1	11	2	3	8	4	11	8		
	%	6%	8%	8%	5%	2%	-	25%	10%	1%	7%	6%	25%	4%	7%	7%	5%	5%	5%	9%	8%	-	-	6%	9%	5%	28%	3%	4%	24%	5%	1%	12%	7%	3%	21%	5%	4%	

Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q8 To what extent, if at all, does the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK perform well or badly on each of the following? - Ensuring that clinical trials are transparent

Base: All

		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP (A)	Hospital/Seco ndary Care Doctor (B)	Nurse (C)	Pharmacist (D)	Other (E)	Under 25 (A)	25-34 (B)	35-44 (C)	45-54 (D)	55+ (E)	Under 25 (A)	25-44 (B)	44+ (C)	Male (A)	Female (B)	South East (A)	Midlands (B)	North (C)	Wales and South West (D)	Scotland (E)	Northern Ireland (F)	Unfamiliar (A)	Neither (B)	Familiar (C)	Unfavourable (A)	Neither (B)	Favourable (C)	Untrustworthy (A)	Neither (B)	Trustworthy (C)	Unfavourable (A)	Neither (B)	Favourable (C)	Untrustworthy (A)	Neither (B)	Trustworthy (C)			
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89				
Total Well	Count	71	13	20	14	23 (A C)	1	5	10	25	20	11	5 (C)	35	31	40	31	23	19	19	4	3	3	3	13	55	2	14	2	17	52 (A B)	5	23	43 (B)	4	20	47 (B)				
	%	28%	17%	31%	22%	53%	50%	63%	33%	32%	24%	23%	63%	32%	23%	29%	28%	31%	33%	28%	15%	23%	30%	17%	19%	33%	7%	13%	40%	6%	14%	15%	54%	29%	14%	53%					
Neither	Count	139	46	34	41	17	1	1	14	46	60	76 (A)	1	71	68	68	38	30	40	16	9	6	11	87	13	74	52	15	90 (A C)	34	5	102 (A C)	32	4	99 (A C)	36					
	%	56%	60%	52%	65%	40%	50%	13%	47%	58%	60%	56%	13%	55%	58%	51%	61%	51%	52%	59%	62%	69%	60%	61%	53%	45%	69%	44%	72%	66%	37%	29%	66%	41%	29%	67%	40%				
Badly	Count	40	18	11	8	3	-	2	6	8	14	10	2	14	24	27	13	14	9	9	6	1	1	4	13	23	14	20	6	17 (B C)	18	5	29 (B C)	4	6	28 (B C)	6				
	%	16%	23%	17%	13%	7%	-	25%	20%	10%	16%	21%	25%	13%	18%	20%	12%	19%	16%	13%	23%	8%	10%	22%	19%	14%	48%	19%	5%	50%	14%	5%	41%	19%	8%	43%	19%	7%			



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q8 To what extent, if at all, does the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK perform well or badly on each of the following? - Ensuring that clinical trials are transparent

Base: All

		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender					D2 Please indicate the SHA/country where your practice/hospital is located.								Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			Hospital/Secondary Care Doctor					Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy							
			GP	Nurse	Pharmacist	Other																																							
			(A)	(B)	(C)	(D)	(E)																																						
			Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	6	165	29	108	113	34	125	91	168	17	154	79	14	147	89		
Count	%	6	6	6	6	7	8	7	6	7	6	6	7	7	6	6	6	6	6	6	6	7	7	6	6	6	7	4	7	6	8	5	7	8	6	8	7	6	7	6					
Mean	%	6	6	6	6	8	8	8	7	7	6	6	8	7	6	6	6	6	6	6	6	6	6	6	6	6	7	5	6	7	5	6	8	5	6	8	7	6	8	6					
Very well 10	Count	7	1	2	1	2	1	-	-	4	1	1	1	1	4	2	3	4	2	1	2	1	-	1	6	-	-	-	-	-	7	1	-	7	-	-	7	-	-	4	1	2	4		
	%	3%	1%	3%	2%	5%	50%	13%	-	5%	1%	2%	13%	4%	2%	2%	4%	3%	2%	3%	4%	-	10%	-	1%	4%	-	-	-	6%	-	-	8%	6%	1%	5%	7%	1%	4%						
9	Count	13	4	2	2	5	-	-	-	5	6	2	-	5	8	9	4	5	1	5	-	2	-	1	1	11	1	1	11 (B)	1	1	11 (B)	-	3	10 (B)	2 (B)	2	9 (B)	2	9 (B)	2	9 (B)			
	%	5%	5%	3%	3%	12%	-	-	-	6%	7%	4%	-	5%	6%	7%	4%	7%	2%	7%	-	15%	-	6%	1%	7%	3%	1%	10%	3%	1%	12%	-	2%	13%	14%	1%	10%							
8	Count	23	4	7	6	6	-	2	3	7	6	5	2	10	11	14	9	6	7	2	1	1	1	4	18	-	7	16	1	8	14	5	2	7	14 (B)	-	6	17 (B)	6	17 (B)	6	17 (B)			
	%	9%	5%	11%	10%	14%	-	25%	10%	9%	7%	10%	25%	9%	8%	10%	8%	8%	10%	10%	8%	10%	6%	6%	11%	-	6%	14%	3%	6%	15%	18%	-	4%	19%	-	4%								
7	Count	28	4	9	5	10 (A)	-	2	7	9	7	3	2	16	10	14	14	10	11	5	1	-	1	1	7	20	1	6	21 (B)	-	8	20 (B)	2	11	15 (B)	1	10	17 (B)	1	10					
	%	11%	5%	14%	8%	23%	-	25%	23%	11%	8%	6%	25%	15%	8%	10%	13%	13%	19%	7%	4%	-	10%	6%	10%	3%	6%	19%	-	6%	22%	12%	7%	19%	7%	19%	7%	19%							
6	Count	40	13	10	10	7	-	-	6	15	14	5	21	19	19	12	9	6	3	6	3	1	3	7	30	-	16	24	3	25	12	23	16	3	22	15	3	22	15	3	22	15			
	%	16%	17%	15%	16%	16%	-	-	20%	19%	16%	10%	-	19%	14%	14%	19%	16%	16%	13%	23%	23%	10%	17%	10%	18%	-	15%	21%	9%	20%	13%	6%	15%	20%	21%	15%	17%							
Neither well nor badly 5	Count	59	16	11	26 (B D)	6	-	-	2	15	28 (B)	14	-	17	42 (B)	22	37 (A)	19	8	19	7	5	1	6	21	32	9	32 (C)	18	8	38 (C)	13	-	47 (C)	12	1	44 (C)	14	14						
	%	24%	21%	17%	41%	14%	-	-	7%	19%	33%	29%	-	16%	32%	16%	33%	25%	14%	28%	27%	38%	10%	33%	31%	19%	31%	30%	16%	24%	30%	14%	-	31%	15%	7%	30%	16%							
4	Count	40	17	13	5	4	1	1	6	16	9	9	1	22	17	30 (B)	10	7	13	12	3	1	4	2	13	25	4	26 (C)	10	4	27	9	4	32 (C)	4	-	33 (C)	7	7						
	%	16%	22%	20%	8%	9%	50%	13%	20%	20%	11%	17%	13%	20%	13%	22%	9%	9%	22%	18%	12%	8%	40%	11%	19%	15%	14%	24%	9%	12%	22%	10%	24%	21%	5%	-	22%	8%							
3	Count	15	5	6	3	1	-	1	5 (C)	1	4	4	1	6	8	11	4	5	4	3	2	-	1	1	7	7	2	11 (C)	2	3	9	3	2	10	3	1	10	4	4						
	%	6%	6%	9%	5%	2%	-	13%	17%	1%	5%	8%	13%	6%	8%	8%	4%	7%	7%	4%	8%	-	10%	6%	10%	4%	7%	10%	2%	9%	7%	3%	12%	6%	4%	7%	7%	4%							
2	Count	15	8	4	2	1	-	-	1	7	5	2	-	8	7	9	6	3	3	2	1	1	3	2	11	3	8	4	5 (C)	2	2	13	8	2	13	2	13	-	13						
	%	6%	10%	6%	3%	2%	-	-	3%	9%	6%	4%	-	7%	5%	7%	5%	8%	5%	4%	8%	8%	-	17%	5%	7%	10%	7%	4%	15%	6%	2%	12%	8%	-	14%	9%	-	-						
1	Count	6	4	1	1	-	-	1	-	-	3	2	1	-	5	4	2	2	1	2	1	-	-	-	4 (C)	2	5 (B)	1	-	-	5 (B)	1	-	3	1	4	1	4	1						
	%	2%	5%	2%	1%	-	-	13%	-	-	4%	3%	-	13%	-	4%	3%	2%	3%	2%	3%	4%	-	-	6%	1%	17%	1%	-	15%	1%	-	12%	2%	1%	-	3%	1%							
Very badly 0	Count	4	1	-	-	-	-	-	-	1	2	-	-	-	4	3	1	1	1	1	-	-	-	-	1	3	4	-	-	-	-	-	-	1	-	2 (B C)	1	1	1	1					
	%	2%	1%	-	-	3%	2%	-	-	-	2%	4%	-	-	3%	2%	1%	1%	2%	1%	4%	-	-	-	1%	2%	14%	-	-	-	12%	-	6%	2%	-	14%	1%	1%							



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q8 To what extent, if at all, does the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK perform well or badly on each of the following? - Closely working in partnership with health providers like me																																							
Base: All																																							
	Count	S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.						Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(AA)	(AB)	(AC)	(AD)	(AE)	(AF)	(AG)	(AH)	(AI)	(AJ)	(AK)	(AL)		
Total	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89			
Well	79	15	20	22	21 (A)	1	1	10	27	25	16	1	37	41	43	36	23	20	25	4	4	3	2	12	4	65 (B)	2	18	59 (A B)	5	29	45 (B)	4	24	51 (B)				
	%	32%	19%	31%	33%	35%	50%	13%	33%	34%	29%	31%	34%	31%	32%	31%	34%	37%	15%	31%	30%	11%	37%	39%	7%	17%	52%	15%	18%	29%	19%	57%	29%	16%	57%				
Neither	124	37	34	35	17	5	15	40	46	18	5	55	64	63	61	35	27	35	15	7	5	8	40	75	11	69 (A C)	44	13	76 (C)	35	3	93 (A C)	28	5	90 (C)				
	%	50%	48%	52%	40%	50%	63%	50%	51%	54%	38%	63%	50%	48%	46%	54%	47%	47%	51%	58%	54%	50%	44%	60%	46%	38%	64%	39%	61%	60%	38%	18%	60%	35%	36%				
Badly	47	25 (C)	11	6	5	2	5	12	14	14	2	17	28	32 (B)	15	17	11	8	7	2	2	8 (C)	15	24	16 (B C)	21	10	16 (B C)	26 (C)	5	9 (B C)	32 (C)	6	5 (C)	33 (C)				
	%	19%	32%	17%	10%	12%	25%	17%	15%	16%	29%	25%	16%	21%	23%	13%	23%	19%	12%	27%	15%	20%	44%	22%	15%	55%	19%	9%	47%	21%	5%	53%	21%	8%	36%	22%			



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q8 To what extent, if at all, does the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK perform well or badly on each of the following? - Closely working in partnership with health providers like me

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.								Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI			
		Hospital/Secondary Care					Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy			
		GP	Doctor	Nurse	Pharmacist	Other																																		
		(A)	(B)	(C)	(D)	(E)																																		
		Total	Count	250	77	65	63	43	48	30	79	85	46	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89	
Very well 10	Count	6	5	6	7	6	7	8	6	6	7	6	6	7	6	6	6	7	6	7	7	6	5	6	6	7	4	6	8	5	6	8	5	7	8	6	7	8		
	Mean	6	6	7	6	7	8	6	7	7	7	6	6	6	6	6	6	6	7	6	7	6	5	6	6	7	4	6	8	5	6	8	4	6	8	6	6	8		
	Median	6	6	7	6	7	8	6	7	7	7	6	6	6	6	6	6	6	7	6	7	6	5	6	6	7	4	6	8	5	6	8	4	6	8	6	6	8		
	Count	8	1	1	3	2	1	-	3	2	2	1	4	3	5	2	1	4	-	-	-	1	-	2	6	-	1	7 (B)	1	-	7	1	-	3	4	1	3	4		
	%	3%	1%	2%	4%	5%	50%	13%	-	4%	2%	4%	13%	3%	3%	2%	4%	3%	2%	6%	-	-	10%	-	3%	4%	-	1%	6%	3%	-	8%	6%	2%	5%	7%	2%	4%	7%	
	Count	19	3	5	4	7	-	-	2	9	6	2	-	11	8	11	8	9	1	5	1	2	1	-	1	18 (B)	1	4	14	-	6	13 (B)	2	6	11 (B)	-	8	11	11	
	%	8%	4%	8%	6%	16%	-	-	-	11%	7%	4%	-	4%	8%	7%	12%	2%	7%	4%	15%	-	10%	-	1%	11%	3%	4%	12%	-	5%	14%	12%	4%	14%	-	5%	12%	14%	
	Count	24	5	5	8	6	-	-	2	8	6	-	-	10	14	12	6	8	9	1	1	-	-	-	2	22 (B)	-	5	19 (B)	1	6	17 (B)	1	9	14 (B)	2	6	16 (B)	2	6
	%	10%	6%	8%	13%	14%	-	-	7%	10%	9%	13%	-	9%	11%	9%	11%	8%	14%	13%	4%	-	-	-	3%	13%	-	5%	17%	3%	5%	18%	4%	14%	18%	4%	18%	14%	18%	
	Count	28	6	9	7	6	-	-	6	7	9	6	-	13	15	17	11	6	10	7	2	2	1	2	7	19	1	8	19	3	11	14	1	11	16 (B)	1	7	20 (B)	1	7
	%	11%	8%	14%	11%	14%	-	-	20%	9%	11%	13%	-	12%	11%	12%	10%	8%	17%	10%	8%	15%	10%	11%	10%	8%	12%	3%	7%	17%	9%	9%	15%	6%	7%	20%	7%	5%	22%	
	Count	39	11	13	9	6	-	2	7	14	9	7	2	21	16	24	15	11	7	10	8	3	-	2	13	24	2	18	19	3	20	16	2	25	12	2	27	10	10	
	%	16%	14%	20%	14%	14%	-	25%	23%	18%	11%	15%	25%	19%	12%	17%	13%	15%	12%	15%	31%	23%	-	11%	19%	15%	7%	17%	9%	16%	18%	12%	16%	15%	14%	18%	11%	18%		
	Count	43	15	9	17 (D)	2	-	2	4	11	19	7	2	15	26	18	25	12	10	10	5	2	4	4	18 (C)	21	2	29 (C)	12	5	31 (C)	7	1	37 (C)	5	2	32	9	2	
	%	17%	19%	14%	27%	5%	-	25%	13%	14%	22%	15%	25%	14%	20%	13%	22%	16%	17%	15%	40%	15%	40%	22%	27%	13%	7%	27%	11%	15%	25%	8%	6%	24%	6%	14%	22%	10%		
	Count	42	11	12	9	9	1	1	4	15	16	4	1	19	22	21	21	12	10	15	2	1	2	9	31	7	22	13	5	25	12	-	31	11	1	31	10	10		
	%	17%	14%	18%	14%	21%	50%	13%	13%	19%	21%	8%	13%	17%	17%	15%	19%	16%	17%	22%	8%	15%	10%	11%	13%	19%	24%	20%	12%	15%	20%	13%	-	20%	14%	7%	21%	11%		
	Count	16	5	6	2	3	-	1	1	2	3	9 (C D)	1	3	12	11	5	7	5	1	1	1	1	1	2	6	8	2	11	3	3	11	2	3	9	4	-	11	5	
	%	6%	6%	9%	3%	7%	-	13%	3%	3%	4%	19%	13%	3%	9%	8%	4%	9%	9%	1%	4%	8%	10%	11%	9%	5%	7%	10%	4%	9%	9%	2%	18%	6%	5%	-	7%	6%		
	Count	15	10	3	1	1	-	-	3	8	3	1	-	11 (C)	4	9	3	6	3	2	2	1	1	4 (B C)	8	3	8	4	8	3	10	2	3	12	-	2	13	-	2	
	%	6%	13%	5%	2%	2%	-	-	10%	4%	2%	-	10%	3%	7%	5%	11%	2%	3%	8%	8%	10%	22%	4%	5%	10%	7%	4%	9%	8%	2%	18%	8%	-	14%	9%	-	14%		
	Count	7	6	1	-	-	-	1	-	2	4	-	1	2	4	6	1	-	2	2	3	-	-	2	2	3	4 (B C)	2	1	3	3	1	5	1	1	6	1	6		
	%	3%	8%	2%	-	-	-	13%	-	3%	5%	-	13%	2%	3%	4%	1%	-	3%	3%	12%	-	-	11%	3%	2%	14%	2%	1%	9%	2%	1%	6%	3%	4%	1%	4%	1%		
	Count	9	4	1	3	1	-	-	1	3	5	-	-	4	1	3	2	3	3	1	-	-	-	4	1	5	7 (C)	2	1	2	3	-	2	6	1	3	3	3		
	%	4%	5%	2%	5%	2%	-	3%	-	4%	8%	-	-	1%	6%	4%	3%	3%	5%	4%	4%	-	-	-	6%	3%	24%	-	2%	21%	2%	-	12%	4%	1%	21%	2%	3%		



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q8 To what extent, if at all, does the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK perform well or badly on each of the following? - Summary Tables

	Q8 To what extent, if at all, does the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK perform well or badly on each of the following?												Nets			Mean
	Total	Very badly									Very well 10	Badly (0-3)	Neither (4-6)	Well (7-10)		
		0	1	2	3	4	Neither well nor badly 5	6	7	8					9	
Contributing to the national economy	250	3	3	7	7	11	50	52	51	41	20	5	20	113	117	7
	100%	1%	1%	3%	3%	4%	20%	21%	20%	16%	8%	2%	8%	45%	47%	
Creating new jobs	250	1	1	5	2	10	81	58	46	30	9	7	9	149	92	7
	100%	0%	0%	2%	1%	4%	32%	23%	18%	12%	4%	3%	4%	60%	37%	
Marketing medicines responsibly	250	6	11	4	21	19	48	50	39	36	12	4	42	117	91	7
	100%	2%	4%	2%	8%	8%	19%	20%	16%	14%	5%	2%	17%	47%	36%	
Communicating openly and transparently about its business practices	250	7	6	12	13	35	51	46	43	23	11	3	38	132	80	6
	100%	3%	2%	5%	5%	14%	20%	18%	17%	9%	4%	1%	15%	53%	32%	
Ensuring that clinical trials are transparent	250	4	6	15	15	40	59	40	28	23	13	7	40	139	71	6
	100%	2%	2%	6%	6%	16%	24%	16%	11%	9%	5%	3%	16%	56%	28%	
Closely working in partnership with health providers like me	250	9	7	15	16	42	43	39	28	24	19	8	47	124	75	6
	100%	4%	3%	6%	6%	17%	17%	16%	11%	10%	8%	3%	19%	50%	32%	
Closely working with the NHS to ensure medicines are available when patients need them	250	6	7	16	23	36	49	51	20	24	12	6	52	136	62	6
	100%	2%	3%	6%	9%	14%	20%	20%	8%	10%	5%	2%	21%	54%	25%	
Having an effective system of self-regulation	250	15	8	21	31	40	55	27	20	22	8	3	75	122	53	6
	100%	6%	3%	8%	12%	16%	22%	11%	8%	9%	3%	1%	30%	49%	21%	

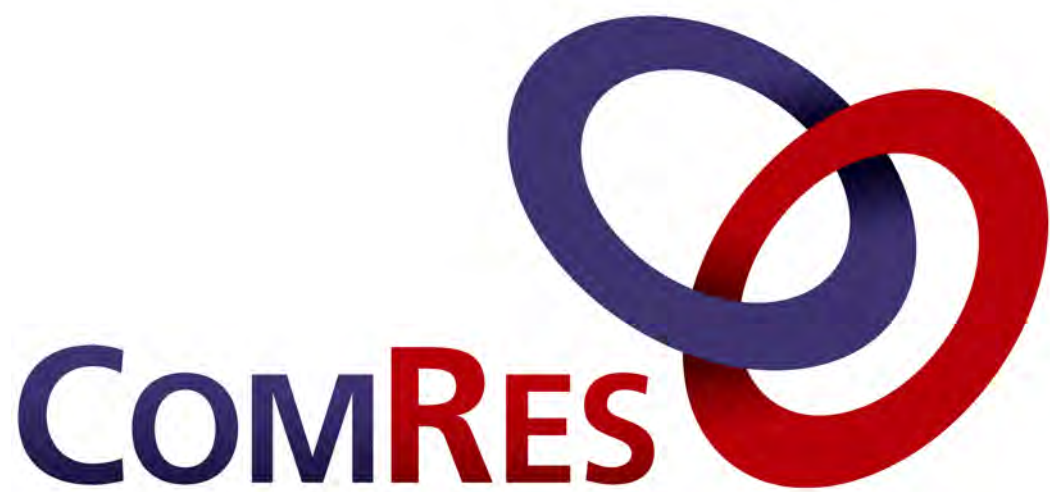


Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q9 To what extent, if at all, does the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK perform well or badly on each of the following? - Producing medicines that make people live longer

Base: All

		Total	S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			Hospital/secondary Care																																											
			GP	Nurse	Pharmacist	Other		Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy								
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)								
Total	Count	77	65	63	43	2	8	30	79	85	48	8	109	133	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89										
Well	Count	127	32	32	35	27	1	3	15	42	39	28	3	57	67	71	56	37	33	42 (D)	7	5	3	3	24	8	44	75 (A B)	14	52	61 (A B)	8	61	58 (B)	8	58	61 (B)									
	%	51%	49%	50%	56%	63%	50%	38%	50%	53%	46%	58%	38%	52%	50%	51%	50%	49%	57%	62%	27%	38%	30%	17%	36%	61%	28%	41%	42%	47%	40%	73%	57%	40%	68%											
Neither	Count	111	40	31	26	13	2	13	33	43	20	2	46	63	62	49	31	24	17	8	7	14 (C)	39 (C)	58	17 (C)	58 (C)	36	66%	41%	42%	47%	40%	73%	57%	40%	68%										
	%	44%	52%	48%	41%	30%	50%	25%	43%	42%	51%	42%	25%	42%	47%	45%	44%	41%	41%	35%	65%	62%	70%	78%	58%	35%	59%	54%	32%	47%	54%	31%	41%	55%	25%	43%	53%	30%								
Badly	Count	12	5	2	2	3	-	3 (B D)	2	4	3	-	3 (B C)	6	3	5	7	7	1	2	2	-	-	1	4	7	4 (C)	6	2	4	6	2	2	9	1	-	11 (C)	1								
	%	5%	6%	3%	3%	7%	-	38%	7%	5%	4%	-	38%	6%	2%	4%	6%	9%	2%	3%	8%	-	-	6%	4%	14%	6%	2%	12%	5%	2%	12%	6%	1%	-	7%	1%									



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q9 To what extent, if at all, does the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK perform well or badly on each of the following? - Producing medicines that make people live longer

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.								Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy				
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)			
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89			
	Mean	8	7	8	8	8	8	9	6	7	8	7	8	6	8	8	8	7	8	8	7	8	7	6	7	8	7	7	8	7	7	8	7	7	9	8	7	8			
	Median	8	7	8	8	8	9	6	8	8	7	8	6	8	8	8	8	7	8	8	7	7	6	7	8	7	7	8	7	7	8	7	7	9	8	7	8				
Very well 10	Count	15	3	1	8	3	-	1	-	4	5	5	1	4	10	7	8	3	3	7	-	2	-	-	3	12	1	3	11	2	4	9	2	5	8	2	5	8			
	%	6%	4%	2%	13%	7%	-	13%	-	5%	6%	10%	13%	4%	8%	5%	7%	4%	5%	10%	-	15%	-	-	4%	7%	3%	3%	10%	6%	3%	10%	12%	3%	10%	14%	3%	9%			
	Count	27	6	6	7	7	1	2	3	8	3	11 (D)	2	11	14	17	10	7	6	10	1	2	1	-	3	24 (B)	-	7	20 (B)	4	4	19 (B)	1	8	18 (B)	1	7	19 (B)			
8	%	11%	8%	9%	11%	16%	50%	25%	10%	10%	4%	23%	25%	10%	11%	12%	9%	9%	10%	15%	4%	15%	10%	-	4%	15%	-	6%	18%	12%	3%	21%	6%	5%	23%	7%	5%	21%			
	Count	40	12	13	10	5	-	2	16	15	7	-	18	22	20	14	12	9	4	1	4	1	-	1	4	35 (B)	3	14	23	4	14	22 (B)	2	22	16	4	21	15			
	%	16%	16%	20%	16%	12%	-	-	7%	20%	18%	15%	-	17%	17%	14%	18%	19%	21%	13%	15%	8%	-	6%	6%	21%	10%	13%	20%	12%	11%	24%	12%	14%	20%	23%	14%	17%			
7	Count	45	11	12	10	12	-	-	10	14	16	5	-	24	21	27	18	13	12	16	2	-	2	2	14	29	4	20	21	4	30	11	3	26	16	1	25	19			
	%	18%	14%	18%	16%	28%	-	-	33%	18%	19%	10%	-	22%	16%	17%	21%	24%	8%	-	3	4	20%	11%	21%	14%	19%	12%	12%	18%	17%	20%	7%	17%	20%	21%	17%				
	Count	55	19	15	13	7	1	-	6	20	20	9	-	26	29	30	25	19	9	12	9	3	3	4	24 (C)	27	10	26	19	7	30	18	1	40	14	2	39	14			
6	%	22%	25%	23%	21%	16%	50%	-	20%	25%	24%	19%	-	24%	22%	22%	22%	25%	16%	18%	35%	23%	30%	22%	36%	16%	34%	24%	17%	21%	24%	20%	6%	26%	18%	14%	27%	16%			
	Count	45	14	14	12	5	-	1	5	10	20	9	1	15	29	25	20	11	9	10	7	5	3	7	11	27	3	28 (C)	14	4	33 (C)	8	3	37 (C)	5	2	32	11			
	%	18%	18%	22%	19%	12%	-	13%	17%	13%	24%	19%	13%	14%	22%	18%	18%	15%	16%	15%	27%	38%	30%	39%	16%	16%	10%	26%	12%	12%	26%	9%	18%	24%	1	14%	22%	12%			
4	Count	11	7	2	1	1	-	1	2	3	3	2	1	5	5	7	4	1	6	2	1	6	2	1	3 (C)	4	4 (C)	4	3	5 (B C)	4	2	3 (C)	7	1	7	2				
	%	4%	9%	3%	2%	2%	-	13%	7%	4%	4%	4%	13%	5%	4%	5%	4%	1%	10%	3%	4%	-	10%	17%	6%	2%	14%	4%	3%	2%	1%	3%	1%	-	3%	1%	-	3%			
	Count	5	2	1	1	1	-	1	1	2	-	1	2	-	1	2	2	3	2	1	2	-	-	1	2	2	2	2	2	1	1	4	-	4	1	-	5	-			
3	%	2%	3%	2%	2%	2%	-	13%	3%	1%	2%	-	13%	2%	2%	1%	3%	3%	2%	3%	-	-	-	6%	3%	1%	7%	2%	1%	3%	3%	-	-	1%	-	3%	-	-			
	Count	1	-	-	-	1	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-	1	-	1	-	-	1	-				
	%	0%	-	-	-	2%	-	13%	-	-	-	-	13%	-	-	-	-	-	-	4%	-	-	-	-	-	1%	-	1%	-	-	-	6%	-	-	-	-	1%				
2	Count	3	3	-	-	-	-	-	3	-	-	-	-	3	-	-	1	2	3	-	-	-	-	-	-	3	1	1	1	1	2	-	1	-	3	-	-				
	%	1%	4%	-	-	-	-	-	4%	-	-	-	-	3%	-	1%	2%	4%	-	-	-	-	-	-	2%	3%	1%	1%	6%	-	1%	-	2%	-	-	2%	-				
	Count	3	3	1	1	1	-	1	1	1	-	1	-	1 (B C)	1	2	1	2	2	-	1	-	-	1	2	1	1	2	1	1	1	1	1	2	3	-	-	-			
1	%	1%	-	2%	2%	2%	-	13%	3%	-	1%	-	13%	1%	1%	1%	2%	3%	-	-	4%	-	-	-	3%	1%	3%	2%	-	3%	1%	1%	6%	1%	-	-	2%	-			
	Count	3	3	1	1	1	-	1	1	-	1	-	1 (B C)	1	2	1	2	2	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
	%	1%	-	2%	2%	2%	-	13%	3%	-	1%	-	13%	1%	1%	1%	2%	3%	-	-	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-				



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q9 To what extent, if at all, does the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK perform well or badly on each of the following? - Ensuring clinical trials are conducted to the highest safety standards																																								
Base: All																																								
		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.						Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy		
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)		
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89		
Well	Count	144	35	41	41	26	1	4	17	50	28	4	4	77	134	141	112	67	43	35	41	13	6	6	30	108 (A B)	10	50	84 (A B)	14	59	71 (A B)	8	74	63 (A B)	8	72	64 (B)		
	%	58%	45%	63%	65%	60%	50%	50%	50%	59%	50%	50%	50%	57%	59%	56%	60%	57%	60%	60%	50%	46%	60%	33%	45%	65%	34%	46%	74%	41%	47%	47%	80%	57%	49%	72%				
Neither	Count	90	33	21	20	15	1	3	10	28	30	19	3	38	40	51	39	25	22	10	7	3	9	32 (C)	49	9	55 (C)	26	11	18	5	72 (C)	13	3	65 (C)	22				
	%	36%	43%	32%	32%	35%	50%	38%	33%	35%	35%	40%	38%	35%	37%	37%	35%	33%	38%	34%	38%	54%	30%	48%	30%	31%	51%	23%	32%	49%	20%	29%	47%	16%	21%	44%	25%			
Badly	Count	16	9	3	2	2	-	1	13	17	5	1	1	9	6	10	16	3	9	2	10	5	2	1	3	5	8	10 (B C)	3	3	9 (B C)	5	2	4 (B C)	9	3	3 (C)	10	3	
	%	6%	12%	5%	3%	5%	0%	13%	17%	5%	6%	2%	5%	13%	8%	7%	5%	9%	2%	6%	12%	-	10%	17%	7%	5%	34%	3%	3%	26%	4%	2%	24%	6%	4%	21%	7%	3%		



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q9 To what extent, if at all, does the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK perform well or badly on each of the following? - Ensuring clinical trials are conducted to the highest safety standards																																														
Base: All																																														
		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)		Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI										
			GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy								
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)								
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89								
	Mean	8	7	8	8	8	8	7	7	8	8	8	7	8	8	7	8	7	8	7	7	8	7	7	8	6	7	8	6	7	9	6	7	8	7	7	8									
	Median	8	7	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	7	7	8	6	7	9	6	7	9	7	8	7	8	7	8									
Very well 10	Count	11	3	1	4	2	1 (A B)	-	-	4	5	2	-	4	7	5	6	4	1	4	1	-	1	-	3	8	1	2	8	1	1	9 (B)	-	5	6	-	3	8 (B)								
	%	4%	4%	2%	6%	5%	50%	-	-	5%	6%	4%	-	4%	5%	4%	5%	5%	2%	6%	4%	-	10%	-	4%	5%	3%	2%	7%	3%	1%	10%	-	3%	8%	-	2%	9%								
	Count	30	5	8	10	7	-	1	2	14	4	9	1	16	13	15	15	9	6	12	1	1	1	2	27 (B)	-	7	23 (B)	2	12	16	2	13	15	3	11	16 (B)									
8	%	12%	6%	12%	16%	16%	-	13%	7%	18%	5%	19%	13%	15%	10%	11%	13%	12%	10%	18%	4%	8%	10%	6%	16%	-	6%	20%	6%	10%	18%	12%	8%	19%	21%	7%	18%									
	Count	43	9	12	14	8	-	1	5	11	19	7	1	16	23	12	14	8	23	12	6	2	3	9	31	4	11	28 (B)	3	15	25 (B)	1	22	20	2	21	20									
	%	17%	12%	18%	22%	19%	-	13%	17%	14%	22%	15%	13%	15%	20%	17%	18%	13%	17%	19%	23%	15%	20%	17%	13%	19%	14%	10%	25%	9%	12%	27%	6%	14%	25%	14%	14%	22%								
7	Count	60	18	20	13	9	-	2	8	18	22	10	2	26	32	34	26	20	18	12	5	3	2	34	2	16	42	5	30	25	8	31	21	5	33	22	3	37	20							
	%	24%	23%	31%	21%	21%	-	25%	27%	23%	26%	21%	25%	24%	24%	25%	23%	27%	31%	18%	19%	23%	20%	11%	23%	24%	17%	28%	22%	24%	25%	23%	29%	21%	28%	21%	25%	22%								
	Count	34	14	10	6	4	-	2	4	11	9	8	2	15	17	19	15	7	8	11	4	3	1	3	9	22	-	17	17	-	20	14	7	26	7	23	10									
Neither well nor badly 5	%	14%	18%	15%	10%	9%	-	25%	13%	14%	11%	17%	25%	14%	13%	14%	13%	9%	14%	16%	15%	23%	10%	17%	13%	13%	-	16%	15%	-	16%	15%	6%	17%	9%	7%	16%	11%								
	Count	42	14	10	11	7	-	1	4	13	17	7	1	17	24	22	20	16	11	7	5	2	1	6 (C)	18 (C)	18	6	28 (C)	8	9 (C)	31 (C)	2	4	33 (C)	5	2	31	9								
	%	17%	16%	15%	17%	16%	-	13%	13%	16%	20%	15%	13%	16%	18%	16%	18%	21%	19%	10%	15%	10%	33%	27%	11%	11%	21%	26%	7%	26%	25%	2%	24%	21%	6%	14%	21%	10%								
4	Count	14	5	1	3	4	1 (B)	-	2	4	4	4	-	6	8	10	4	2	3	5	1	2	1	-	5	9	3 (C)	10 (C)	1	2	10	2	13 (C)	1	11	3	1	11								
	%	6%	6%	2%	5%	9%	50%	-	7%	5%	5%	8%	-	6%	6%	7%	4%	3%	5%	7%	4%	15%	10%	-	7%	5%	10%	9%	1%	6%	8%	2%	-	8%	1%	-	7%	3%								
	Count	4	4	-	-	-	-	-	2	1	1	-	-	3	1	2	2	3	-	-	1	-	-	1	2	1	3 (B)	1	-	3 (B)	1	-	1	2	1	2	1	1								
3	%	2%	5%	-	-	-	-	7%	1%	1%	-	-	1%	2%	3%	1%	4%	-	-	4%	-	-	6%	3%	1%	10%	1%	-	9%	1%	-	6%	1%	-	7%	1%										
	Count	4	2	-	-	-	-	1	1	2	-	-	1	3	-	2	2	-	3	-	-	3	-	1	2	2	1	1	2	1	2	1	3	1	1	3	1	1								
	%	2%	3%	3%	-	-	-	13%	3%	3%	-	-	13%	3%	-	1%	2%	-	-	4%	-	-	10%	-	3%	1%	3%	1%	2%	3%	2%	1%	-	2%	1%	-	2%	1%								
1	Count	6	3	1	1	1	-	-	1	1	3	1	-	2	4	5	1	3	1	1	1	1	-	2 (C)	-	4	4 (B C)	1	1	1	4 (B)	2	-	1	4	1	2 (B C)	3	1							
	%	2%	4%	2%	2%	2%	-	-	3%	1%	4%	2%	-	4%	3%	4%	1%	4%	2%	1%	4%	-	11%	-	4	14%	1%	1%	12%	2%	-	6%	3%	-	14%	2%	1%									
	Count	2	-	-	-	-	-	-	1	-	1	-	-	1	1	1	1	-	-	-	1	-	-	-	-	1	-	-	1	2	-	1	2	-	1	2	-	1								
Very badly 0	%	1%	-	-	-	2%	2%	-	3%	-	1%	-	-	1%	1%	1%	1%	1%	-	-	4%	-	-	-	1%	1%	7%	-	-	3%	-	1%	12%	-	-	-	1%	-								



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q9 To what extent, if at all, does the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK perform well or badly on each of the following? - Providing medicines that the NHS can afford

Base: All

		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		Hospital/secondary Care																																											
		GP	Nurse	Pharmacist	Other		Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy								
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)								
		Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	141	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89				
Total	Count	52	10	13	13	16 (A)	-	4	6	18	12	12	4	24	24	27	25	17	14	16	9	1	3	1	2	9	41	-	9	43 (B)	3	11	38 (A,B)	2	14	36 (B)	2	14	36 (B)						
Well	%	21%	13%	20%	21%	37%	-	50%	20%	23%	14%	25%	50%	22%	18%	20%	22%	23%	24%	4%	23%	18%	11%	13%	25%	-	8%	38%	9%	9%	42%	12%	9%	46%	14%	10%	40%								
Neither	Count	109	40	30	25	14	-	1	11	35	41	21	1	46	62	64	45	29	28	26	11	10	5	10	34	65	9	55	45	13	60	36	7	72	30	6	69	34							
	%	44%	52%	46%	40%	33%	-	13%	37%	44%	48%	44%	13%	42%	47%	46%	40%	39%	48%	38%	42%	77%	50%	56%	39%	31%	51%	40%	38%	48%	40%	41%	47%	38%	43%	47%	38%								
Badly	Count	89	27	22	25	13	2	3	13	26	32	15	3	39	47	47	42	29	16	26	14	-	4	6	24	59	20 (B,C)	44 (C)	25	18 (C)	54 (C)	17	6 (C)	68 (C)	13	6	64 (C)	19							
	%	36%	35%	34%	40%	30%	100%	38%	43%	33%	38%	31%	38%	34%	38%	39%	36%	28%	38%	54%	-	40%	33%	36%	41%	22%	53%	43%	19%	47%	44%	16%	43%	44%	21%										



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q9 To what extent, if at all, does the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK perform well or badly on each of the following? - Providing medicines that the NHS can afford

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender					D2 Please indicate the SHA/country where your practice/hospital is located:					Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		Hospital/Secondary Care Doctor																																							
		GP	Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy				
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)				
		Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	168	17	154	79	14	147	89
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	168	17	154	79 <td>14</td> <td>147</td> <td>89</td>	14	147	89		
	Mean	5	5	6	5	6	3	7	5	6	5	6	7	5	5	6	5	5	5	5	5	6	5	5	6	3	5	7	4	5	7	4	5	7	5	7	5	5	6		
	Median	5	5	6	5	6	3	8	5	5	5	6	8	5	5	5	5	5	5	5	5	4	6	5	5	6	3	5	7	4	5	7	4	5	7	5	5	5	6		
Very well 10	Count	4	1	1	2	-	-	1	-	1	1	1	1	(B)	1	2	1	3	2	-	2	-	-	-	1	3	-	-	-	-	-	-	-	4	-	1	3	-	-	-	4
	%	2%	1%	2%	3%	-	-	13%	-	1%	1%	2%	13%	1%	2%	1%	3%	2%	-	3%	-	-	-	-	1%	2%	-	-	-	-	-	-	-	4%	-	1%	4%	-	-	-	4%
	Count	7	2	2	1	2	-	1	-	3	2	1	3	4	3	4	3	2	2	-	3	2	2	-	2	-	5	-	2	5	2	1	4	-	2	5	5	2	5	5	
9	%	3%	3%	3%	3%	2%	5%	-	13%	-	4%	2%	2%	13%	3%	2%	3%	3%	4%	3%	3%	-	-	11%	-	3%	-	2%	4%	6%	1%	1%	4%	-	1%	7	6%	-	1%	6%	
	Count	20	4	5	3	8	-	2	3	3	7	3	5	2	10	8	12	8	6	6	5	1	1	1	3	17	-	5	15 (B)	1	15 (B)	3	1	12 (B)	5	8	11	8			
	%	8%	5%	8%	5%	19%	-	25%	10%	9%	4%	10%	25%	9%	6%	9%	7%	8%	10%	7%	10%	-	-	4%	10%	-	5%	13%	3%	100%	3%	16%	6%	5%	12%	5%	7%	5%	12%		
7	Count	21	3	5	7	6	-	-	3	7	6	5	-	10	11	6	6	10	7	-	2	-	-	-	5	16	-	2	19 (B)	-	6	15 (B)	1	4	16 (B)	1	4	16 (B)	1		
	%	8%	4%	8%	11%	14%	-	-	10%	9%	7%	10%	-	9%	8%	7%	10%	8%	10%	-	15%	-	-	-	7%	-	2%	17%	-	5%	16%	6%	3%	20%	7%	3%	18%	6%			
	Count	27	8	10	4	5	-	-	2	7	15	3	-	9	18	17	10	5	9	6	6	-	-	4	23	-	10	17	-	12	15	1	19	7	1	18	6				
6	%	11%	10%	15%	6%	12%	-	-	7%	9%	18%	6%	-	8%	14%	12%	9%	7%	16%	9%	23%	8%	-	-	6%	14%	-	9%	15%	-	10%	16%	6%	12%	9%	7%	12%	9%			
	Count	42	12	13	11	6	-	1	5	13	13	10	1	18	23	19	11	14	10	2	3	2	6	15	21	4	22	16	6	26	10	1	28	13	1	26	15				
	%	17%	16%	20%	17%	14%	-	13%	17%	16%	15%	21%	13%	17%	17%	17%	15%	24%	15%	8%	23%	20%	33%	17%	22%	13%	14%	20%	14%	18%	21%	11%	6%	18%	16%	7%	17%				
4	Count	40	7	10	13	16	-	-	4	15	13	8	-	19	21	24	13	5	10	3	6 (B)	3	4	15	21	5	23	12	7	22	11	5	25	10	4	25	11				
	%	16%	26%	11%	16%	7%	-	-	13%	19%	15%	17%	-	17%	14%	17%	15%	13%	9%	17%	15%	12%	46%	30%	22%	13%	17%	21%	11%	18%	12%	29%	16%	13%	29%	17%	12%				
	Count	43	9	12	13	8	1	2	7	12	16	6	2	19	22	21	13	8	12	9	-	1	3	9	31	4	28 (C)	11	3	31 (C)	9	2	33	8	3	29	11				
3	%	17%	12%	18%	21%	19%	50%	25%	23%	15%	19%	13%	25%	17%	16%	19%	17%	14%	18%	35%	-	10%	17%	19%	14%	26%	10%	9%	25%	10%	12%	21%	10%	21%	20%	12%	10%				
	Count	21	8	5	7	1	-	1	2	5	9	4	-	12	9	13	8	5	3	7	3	-	2	1	5	15	2	13	6	3	15	3	2	18 (C)	1	1	18 (C)	2			
	%	8%	10%	8%	11%	2%	-	13%	7%	6%	11%	8%	13%	6%	10%	9%	8%	11%	9%	4%	12%	-	20%	9%	7%	12%	5%	9%	12%	3%	12%	12%	1%	7%	12%	2%	7%				
1	Count	11	7	2	1	-	1 (B C)	-	1	4	5	1	-	5	6	7	4	4	2	4	1	-	-	-	4	7	5 (B C)	3	3	6 (B C)	4	1	1	8	2	-	9	2			
	%	4%	9%	3%	4%	-	50%	-	3%	5%	6%	2%	-	5%	5%	5%	4%	5%	3%	5%	6%	-	-	6%	4%	3%	17%	3%	3	18%	4	1%	6%	5%	3%	2%	6%				
	Count	14	3	3	3	4	-	-	3	5	2	3	4	-	8	6	6	3	8	4	1	7	1	-	1	9	7 (B C)	2	6	6 (B C)	4	9	3 (C)	2	8	4	1	8	4		
Very badly 0	%	6%	4%	5%	6%	9%	-	-	10%	6%	2%	8%	-	7%	5%	4%	7%	5%	2%	10%	4%	-	10%	11%	9%	5%	4%	31%	-	4%	18%	3%	4%	18%	6%	3%	14%	5%	4%		



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q9 To what extent, if at all, does the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK perform well or badly on each of the following? - Providing medicines that deliver value for money

Base: All

		S1 Please select your role:											D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		Hospital/secondary Care																																												
		GP	Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy									
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)									
Total	Count	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89									
Well	Count	54	12	14	13	15	-	2	7	22	12	11	2	29	23	30	24	18	15	16	2	2	1	1	8	45 (B)	1	10	43 (A, B)	4	11	39 (A, B)	3	13	38 (B)	4	14	36 (B)								
	%	70	18	22	30	38	-	3	9	26	14	13	4	26	22	42	33	26	23	3	3	1	6	27	27	3%	9%	38%	12%	9%	18%	8%	48%	29%	10%	40%										
Neither	Count	130	44	35	30	20	1	4	13	38	53	22	4	51	75	74	56	34	29	33	15	11	8	9	37	84	9	65 (A)	56	9	77 (A)	44	3	92 (A)	35	2	86 (A)									
	%	52%	67	55	70	25	12	13	17	44	62	53	11	47	56	65	46	59	50	49	58%	85%	80%	50%	55%	51%	31%	60%	50%	26%	62%	50%	48%	18%	8%	57%	32%	12%								
Badly	Count	66	21	16	20	8	1	2	10	19	20	15	2	29	35	34	32	23	14	19	9	-	1	8	22	36	19 (B, C)	33 (C)	14	21 (B, C)	37 (C)	8	11 (B, C)	49 (C)	6	8 (C)	47 (C)	11								
	%	26%	32	25	27	25%	33	19%	50%	25%	23%	33	24%	31%	25%	23%	31%	24%	28%	35%	-	10%	44%	33%	22%	66%	31%	12%	62%	30%	9%	65%	32%	8%	57%	32%	12%									



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q9 To what extent, if at all, does the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK perform well or badly on each of the following? - Providing medicines that deliver value for money

Base: All

		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			Hospital/Secondary Care Doctor					Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy			
			GP	Doctor	Nurse	Pharmacist	Other																																		
			(A)	(B)	(C)	(D)	(E)																																		
			Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	168	17	6	154	14	147
Mean	6	6	6	6	6	5	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	5	5	5	6	4	5	7	4	5	7	5	7	5	7	5	7			
Median	6	6	6	6	7	5	7	6	6	6	6	6	7	6	6	6	6	6	6	6	6	6	6	6	5	5	6	4	6	7	4	5	7	4	6	7	4	6	7		
Very well 10	Count	2	-	-	1	1	-	-	-	1	-	1	-	1	-	2	-	-	2	-	-	-	-	-	-	-	-	2	1	-	1	-	1	-	-	1	-	2			
	%	1%	-	-	2%	2%	-	-	-	1%	-	2%	-	1%	-	3%	-	-	3%	-	-	-	-	-	-	-	-	1%	-	-	3%	-	1%	-	2%	-	1%	-	2%		
9	Count	6	2	1	1	2	-	1	-	4	1	-	1 (C)	4	1	3	3	2	2	2	2	-	-	-	-	-	6	-	-	6	-	-	6	-	1	5 (B)	-	1	5 (B)		
	%	2%	3%	2%	2%	5%	-	13%	-	5%	1%	-	13%	4%	1%	2%	3%	3%	3%	3%	-	-	-	-	-	4%	-	-	-	5%	-	-	7%	-	1%	6%	-	1%	6%		
8	Count	15	4	4	3	4	-	-	-	6	3	4	-	8	7	11	4	3	4	3	7	3	-	1	1	-	15	-	3	12 (B)	2	3	10 (B)	4	2 (B)	1	12 (B)	3 (B)	3	9 (B)	
	%	6%	5%	6%	5%	9%	-	-	-	10%	5%	8%	-	7%	5%	8%	4%	4%	12%	4%	10%	-	8%	10%	-	9%	-	3%	11%	6%	2%	11%	12%	1%	15%	21%	2%	10%			
7	Count	31	6	9	8	8	-	1	7	9	8	6	1	16	15	13	6	9	2	1	8	22	1	-	1	8	22	1	7	23 (B)	1	8	22 (A B)	1	10	20 (B)	1	10	20 (B)		
	%	12%	8%	14%	13%	19%	-	13%	23%	11%	9%	13%	13%	15%	11%	12%	13%	17%	10%	13%	8%	8%	-	6%	12%	3%	6%	20%	3%	6%	24%	6%	6%	25%	7%	7%	22%	7%			
6	Count	41	16	9	6	10	-	2	3	12	15	9	2	15	24	29 (B)	12	7	10	11	8	4	1	3	10	28	-	16	25	-	19	22	30	9	-	29	12				
	%	16%	21%	14%	10%	23%	-	25%	10%	15%	18%	19%	25%	14%	18%	21%	11%	9%	17%	16%	31%	31%	10%	17%	15%	17%	-	15%	22%	-	15%	24%	12%	19%	11%	-	20%	13%			
Neither well nor badly 5	Count	52	15	14	15	7	1	1	7	13	21	10	1	20	31	23	29	17	14	8	4	5	4	15	33	3	28	21	4	32	16	1	34	17	-	32	20				
	%	21%	19%	22%	24%	16%	50%	13%	23%	16%	25%	21%	13%	16%	23%	17%	26%	23%	24%	12%	15%	38%	40%	22%	20%	10%	26%	19%	12%	26%	18%	6%	22%	22%	-	22%	22%				
4	Count	37	13	12	9	3	-	1	3	13	17	3	1	16	20	22	15	10	5	14	3	2	3	11	23	6	21	10	5	26 (C)	6	28	9	2	25	10					
	%	15%	17%	18%	14%	7%	-	13%	10%	16%	20%	6%	13%	15%	15%	16%	13%	13%	9%	21%	12%	15%	30%	11%	18%	14%	21%	19%	9%	15%	21%	7%	-	18%	11%	14%	17%	11%			
3	Count	32	10	8	12	2	-	-	5	7	12	8	-	12	20	16	16	13	6	7	6	-	-	5	8	19	5	19	8	5	24 (C)	3	7 (B C)	22 (C)	3	4	21	7			
	%	13%	13%	12%	19%	5%	-	-	17%	9%	14%	17%	-	11%	15%	12%	14%	17%	10%	23%	-	-	28%	12%	17%	18%	7%	15%	19%	3%	41%	14%	4%	29%	14%	8%					
2	Count	22	6	6	7	2	1	2	3	7	6	4	2	10	10	10	12	5	9	3	-	-	2	9	11	7 (C)	13 (C)	2	11 (B C)	10	1	2	19 (C)	1	1	3	19				
	%	9%	8%	9%	11%	5%	50%	25%	10%	9%	7%	8%	25%	9%	8%	7%	11%	7%	9%	13%	12%	-	-	11%	13%	7%	24%	12%	2%	32%	8%	1%	12%	12%	1%	21%	13%	-			
1	Count	4	3	1	-	-	-	-	-	2	2	-	-	2	2	3	1	2	1	1	-	-	-	1	1	2	3 (B)	1	-	3 (B)	1	-	1	3	-	4	-				
	%	2%	4%	2%	-	-	-	-	-	3%	2%	-	-	2%	2%	2%	1%	3%	2%	1%	-	-	-	6%	1%	1%	10%	1%	-	9%	1%	-	6%	2%	-	3%	-				
Very badly 0	Count	8	2	1	1	4	-	-	2	3	-	3	1	-	5	3	5	3	2	4	-	-	1	2	4	4 (C)	2	4	2	2	4	1	5	3	4	1	3	4			
	%	3%	3%	2%	2%	9%	-	-	7%	4%	-	6%	-	5%	2%	4%	3%	4%	3%	3%	-	-	10%	-	6%	2%	14%	-	4%	6%	2%	4%	6%	3%	3%	7%	2%	4%			



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q9 To what extent, if at all, does the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK perform well or badly on each of the following? - Developing new medicines

Base: All

		Total	S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI										
			Hospital/secondary Care																																																			
			GP	Nurse	Pharmacist	Other		Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy																
	Count	250	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(AA)	(AB)	(AC)	(AD)	(AE)	(AF)	(AG)	(AH)	(AI)	(AJ)	(AK)	(AL)	(AM)	(AN)	(AO)	(AP)	(AQ)	(AR)	(AS)	(AT)	(AU)	(AV)	(AW)	(AX)	(AY)	(AZ)
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89																
Well	Count	140	34	35	41	29	1	5	15	47	45	28	5	62	73	74	66	43	34	41	8	8	6	5	24	111 (A B)	10	45	85 (A B)	16	57	67 (A B)	7	73	60 (A B)	7	70	63 (B)																
	%	56%	44%	54%	65%	67%	50%	63%	50%	59%	53%	58%	63%	57%	55%	54%	59%	57%	59%	60%	31%	62%	60%	28%	36%	67%	34%	42%	75%	47%	46%	41%	47%	76%	50%	48%	71%																	
Neither	Count	92	35	26	21	9	1	2	13	25	34	18	2	38	52	51	41	22	24	16	5	3	3	11 (C)	38 (C)	43	16 (C)	52 (C)	24	15	21	7	66 (C)	19	5	62	25																	
	%	37%	45%	40%	33%	21%	50%	25%	43%	32%	40%	38%	25%	35%	39%	37%	37%	29%	38%	35%	62%	38%	30%	61%	37%	26%	55%	48%	21%	44%	45%	43%	24%	41%	43%	26%	42%	28%																
Badly	Count	18	8	4	1	5	-	1	2	7	6	2	1	9	8	13	5	10	2	3	2	-	1	2	5	11	3	11	4	3	12	3	15	-	2 (C)	15 (C)	1																	
	%	7%	10%	6%	2%	12%	-	13%	7%	9%	7%	4%	13%	8%	6%	9%	4%	13%	3%	4%	8%	-	10%	11%	7%	7%	10%	10%	4%	9%	10%	3%	18%	10%	-	14%	10%	1%																



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q9 To what extent, if at all, does the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK perform well or badly on each of the following? - Developing new medicines

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI			
		GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy		
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89	
Very well 10	Mean	8	7	7	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	7	7	8	7	7	7	8	7	7	8	7	7	8	7	7	9	8	7	8	
	Median	8	7	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	7	8	8	7	7	8	7	7	9	7	7	9	7	7	9	8	7	8	
	Count	15	3	2	7	3	-	2	1	3	5	4	2	2 (B)	4	9	6	9	1	3	8	-	2	-	-	3	12	1	4	10	3	5	7	1	6	8	1	6	8
	%	6%	4%	3%	11%	7%	-	25%	3%	4%	6%	8%	25%	4%	7%	4%	8%	1%	5%	13%	-	15%	-	-	4%	7%	3%	4%	9%	9%	4%	8%	6%	4%	10%	7%	4%	9%	
	Count	29	9	6	7	6	1	1	3	11	7	7	1	14	14	17	12	11	4	9	2	3	14	-	7	3	26 (B)	1	5	23 (B)	2	7	20 (B)	1	7	11	17 (B)	3	8
8	Count	45	11	12	13	9	-	-	2	21	14	8	-	23	22	15	14	10	3	1	2	3	4	38 (B)	2	19	24	4	18	23	2	24	19	3	25	17	21	5	20%
	%	18%	14%	18%	21%	21%	-	-	7%	27%	16%	17%	-	21%	17%	20%	24%	15%	12%	8%	20%	17%	6%	23%	7%	18%	21%	12%	14%	25%	12%	16%	24%	21%	17%	19%			
	Count	51	11	15	14	11	-	2	9	12	19	9	2	21	28	23	16	13	13	3	2	4	2	14	35	6	17	28	7	27	17	3	32	16	-	31	20		
	%	20%	14%	23%	22%	26%	-	25%	30%	15%	22%	19%	25%	19%	20%	21%	21%	22%	19%	12%	15%	40%	11%	21%	21%	6	17	28	7	27	17	3	32	16	-	31	20		
	Count	46	15	14	11	6	-	-	6	9	19	12	-	15	31	25	21	9	11	12	10 (A)	3	1	5	20 (C)	21	5	24	17	5	27	14	3	28	15	3	27	16	
Neither well nor badly 5	Count	33	12	10	9	2	-	2	4	11	13	3	2	15	16	17	10	6	10	6	1	-	5	12	16	9 (C)	18 (C)	5	8 (C)	18	7	1	28 (C)	4	1	23	9		
	%	13%	16%	15%	14%	5%	-	25%	13%	14%	15%	6%	25%	14%	12%	15%	13%	10%	15%	23%	8%	-	28%	18%	10%	31%	17%	5%	24%	14%	8%	6%	18%	5%	7%	16%	10%		
	Count	13	8	2	1	1	1 (B C D)	-	3	5	2	3	-	10	5	10	3	5	2	10	3	5	2	1	6	2	10 (C)	1	2	11	-	3	10	-	1	12	-		
	%	5%	10%	3%	2%	2%	50%	-	10%	6%	2%	6%	-	7%	3%	4%	7%	3%	4%	9%	3%	-	8%	20%	6%	9%	4%	7%	9%	1%	6%	9%	-	18%	6%	-	7%	8%	-
	Count	8	5	1	-	2	-	1	1	3	3	-	1	4	3	6	2	3	1	2	1	-	1	2	4	-	5	3	-	7	1	1	7	-	1	6	1		
3	%	3%	6%	2%	-	5%	-	13%	3%	4%	4%	-	13%	4%	2%	4%	2%	4%	2%	3%	4%	-	10%	11%	3%	4%	2%	-	5%	3%	-	6%	1%	4%	-	7%	4%	1%	
	Count	2	2	-	-	-	-	-	-	1	-	1	-	1	2	-	1	-	1	-	-	-	-	1	1	-	2	-	-	-	-	1	-	2	-	2	-	2	-
	%	1%	-	3%	-	-	-	-	-	1%	-	2%	-	1%	1%	-	-	1%	-	1%	-	-	-	-	1%	-	-	2%	-	-	6%	1%	-	-	-	1%	-		
	Count	4	2	1	-	1	-	-	-	2	2	-	-	2	2	2	2	2	1	-	1	-	-	-	-	4	-	3	1	2	1	-	4	-	-	4	-	-	
	%	2%	3%	2%	-	2%	-	-	-	3%	2%	-	-	2%	2%	1%	2%	3%	2%	-	4%	-	-	-	-	2%	-	3%	1%	3%	1%	-	3%	-	-	3%	-	-	
Very badly 0	Count	4	1	-	1	2	-	-	1	1	1	-	-	2	2	3	1	4	-	-	-	-	-	-	-	2	3 (B)	1	2	1	1	3	-	1	3	1	-	-	
	%	2%	1%	-	2%	5%	-	-	3%	1%	1%	2%	-	2%	2%	1%	2%	3%	2%	-	4%	-	-	-	3%	1%	10%	1%	-	6%	1%	1%	6%	2%	-	7%	2%	-	

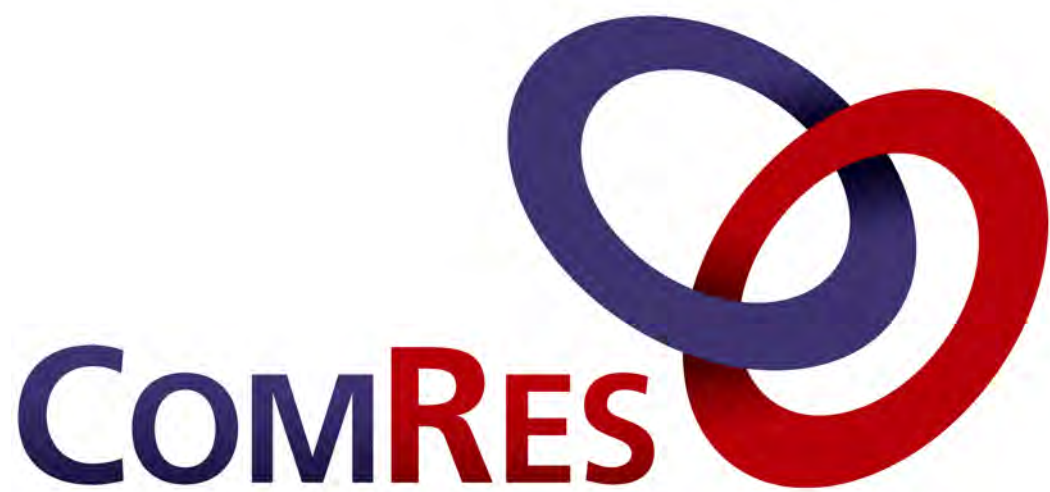


Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q9 To what extent, if at all, does the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK perform well or badly on each of the following? - Developing innovative products to solve unmet needs in society

Base: All

		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		Total	GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy							
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)						
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89							
	%	105	25	23	32	24	1	3	6	38	35	23	3	44	58	54	51	33	26	29	9	6	2	5	15	85 (A,B)	5	32	68 (A,B)	10	38	57 (A,B)	4	44	57 (A,B)	6	43	56 (B)							
	%	42%	32%	35%	51%	56%	50%	38%	20%	48%	41%	48%	38%	40%	44%	39%	46%	44%	45%	43%	35%	46%	20%	28%	22%	52%	17%	30%	60%	29%	30%	24%	29%	72%	43%	29%	63%								
Neither	Count	117	40	36	28	13	-	3	19	33	43	19	3	52	62	65	52	31	27	31	14	6	8	9	41 (C)	67	12	65 (C)	40	14	72 (C)	31	5	92 (A,C)	20	4	84 (C)	29							
	%	47%	52%	55%	44%	30%	-	38%	63%	42%	51%	40%	38%	47%	46%	41%	47%	46%	54%	46%	80%	50%	61%	41%	60%	35%	41%	60%	34%	58%	34%	29%	60%	25%	23%	57%	33%								
Badly	Count	28	12	6	3	6	1	2	5	8	7	6	2	13	13	19	9	11	5	8	3	1	-	4	11	13	12 (B,C)	11	5	10 (B,C)	15	3	8 (B,C)	18	2	4 (C)	20	4							
	%	11%	16%	9%	5%	14%	50%	25%	17%	10%	8%	13%	25%	12%	10%	14%	8%	15%	9%	12%	12%	8%	-	22%	16%	8%	41%	10%	4%	29%	12%	3%	47%	12%	3%	29%	14%	4%							



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q9 To what extent, if at all, does the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK perform well or badly on each of the following? - Developing innovative products to solve unmet needs in society

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI						
		Hospital/Secondary Care					Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy					
		GP	Doctor	Nurse	Pharmacist	Other																																				
		(A)	(B)	(C)	(D)	(E)																																				
		Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	108	17	7	154	79	14	147	89
Mean	7	7	7	7	7	7	7	7	6	7	7	7	7	7	7	7	7	7	7	7	7	8	7	6	6	7	5	7	8	6	7	8	6	7	8	7	7	8	7	8		
Median	7	7	7	8	8	7	6	6	7	7	7	7	6	7	7	7	7	7	7	7	7	7	7	6	6	7	8	6	7	8	5	7	8	7	8	7	7	8	7	8		
Very well 10	Count	7	2	-	2	3	-	-	-	3	2	2	-	3	4	4	3	1	2	2	-	3	2	-	-	-	-	1	6	2	2	3	-	1	2	4	1	1	5			
	%	3%	3%	-	3%	7%	-	-	-	4%	3%	2%	-	3%	3%	3%	3%	1%	3%	3%	-	15%	-	-	-	-	-	4%	-	1%	5%	6%	2%	3%	6%	1%	5%	7%	1%	6%		
9	Count	19	4	6	6	2	1	1	1	4	8	5	1	5	13	9	10	4	6	3	-	-	-	-	-	-	1	18 (B)	-	3	16 (B)	1	2	16 (B)	1	6	12 (B)	2	4	13 (B)		
	%	8%	5%	9%	10%	6%	50%	13%	3%	5%	9%	10%	13%	5%	10%	7%	9%	5%	10%	9%	12%	-	-	-	11%	-	3%	14%	4%	3%	2%	18%	6%	4%	15%	14%	3%	15%				
8	Count	37	7	4	15 (B)	11 (B)	-	2	-	17	8	10	1	18	15	22	10	10	11	10	1	3 <td>2</td> <td>3</td> <td>4</td> <td>30</td> <td>2</td> <td>10</td> <td>25 (B)</td> <td>4</td> <td>14</td> <td>19</td> <td>1</td> <td>15</td> <td>21 (B)</td> <td>2</td> <td>18</td> <td>17</td> <td>2</td> <td>18</td> <td>17</td>	2	3	4	30	2	10	25 (B)	4	14	19	1	15	21 (B)	2	18	17	2	18	17	
	%	15%	9% <td>6%</td> <td>24%</td> <td>26%</td> <td>-</td> <td>25%</td> <td>-</td> <td>22%</td> <td>9%</td> <td>21%</td> <td>25%</td> <td>16%</td> <td>14%</td> <td>11%</td> <td>20%</td> <td>13%</td> <td>19%</td> <td>15%</td> <td>4%</td> <td>23%</td> <td>20%</td> <td>17%</td> <td>6%</td> <td>18%</td> <td>7%</td> <td>9%</td> <td>22%</td> <td>12%</td> <td>11%</td> <td>21%</td> <td>6%</td> <td>10%</td> <td>27%</td> <td>14%</td> <td>12%</td> <td>19%</td> <td>14%</td> <td>12%</td> <td>19%</td>	6%	24%	26%	-	25%	-	22%	9%	21%	25%	16%	14%	11%	20%	13%	19%	15%	4%	23%	20%	17%	6%	18%	7%	9%	22%	12%	11%	21%	6%	10%	27%	14%	12%	19%	14%	12%	19%	
7	Count	42	12	13	9	8	-	-	5	14	17	6	-	19	23	18	26	16	18	7	11	4	-	2	10	30	3	18	21	3	20	19	1	21	20	1	21	20	1	20	21	
	%	17%	16%	20%	14%	19%	-	-	17%	18%	20%	13%	-	19%	17%	19%	14%	12%	16%	19%	8%	-	11%	15%	10%	17%	19%	16%	21%	6%	16%	14%	25%	7%	14%	24%	14%	24%	14%	24%	14%	
6	Count	52	22	18	7	5	-	-	8	18	22	4	-	26	26	28	24	13	10	15	4	5	1	18	33	9	27	22	2	39	2	39	11	37	14	37	14	37	14	37	14	
	%	21%	29%	28%	11%	12%	-	-	27%	23%	26%	8%	-	24%	20%	20%	21%	17%	17%	22%	15%	38%	50%	6%	27%	20%	10%	25%	19%	6%	25%	21%	12%	25%	14%	7%	25%	16%	7%	25%	16%	
Neither well nor badly 5	Count	49	13	15	18 (D)	3	-	2	9	12	14	12	2	21	26	25	24	13	12	12	8	1	3	5	19	25	8	27 (C)	14	10 (C)	31 (C)	8	2	41 (C)	6	1	37	11	37	11	37	11
	%	20%	17%	23%	29%	7%	-	25%	30%	15%	16%	25%	25%	19%	20%	18%	21%	17%	21%	18%	31%	8%	30%	28%	15%	28%	12%	29%	25%	9%	12%	27%	8%	7%	25%	12%	7%	25%	12%	7%	25%	
4	Count	16	5	3	3	5	-	1	2	3	7	3	1	5	10	12	4	5	4	2	-	-	-	3	4	9	1	11	4	2	10	4	12	3	2	10	4	12	3	2	10	4
	%	6%	6%	5%	5%	12%	-	13%	7%	4%	8%	6%	13%	5%	8%	9%	4%	7%	9%	6%	8%	-	-	17%	6%	5%	3%	10%	4%	6%	8%	4%	6%	14%	7%	4%	6%	14%	7%	4%		
3	Count	13	6	3	1	3	-	2 (C)	3	2	4	2	2 (C)	5	6	7	6	3	2	5	2	1	-	4 (C)	6 (C)	3	5 (C)	5	3	4	9	-	6 (B C)	6	1	2	9	2	9	2		
	%	5%	8%	5%	2%	7%	-	25%	10%	3%	5%	4%	25%	5%	5%	5%	4%	3%	7%	8%	8%	-	22%	9%	2%	17%	5%	3%	12%	7%	-	35%	4%	1%	14%	6%	2%	14%	6%	2%		
2	Count	3	1	-	-	1	1 (A D)	-	2	-	1	1	2	1	2	2	1	1	1	-	-	-	-	1	2	1	2	1	2	3	-	3	-	3	-	3	-	3	-	3	-	
	%	1%	1%	-	-	2%	50%	-	-	3%	-	2%	-	1%	1%	1%	1%	1%	2%	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
1	Count	6	3	2	1	-	-	-	2	2	2	2	-	2	4	5	1	2	1	2	1	-	-	-	2	4	3	3	-	4 (B)	2	-	1	4	1	3	2	4	1	3	2	
	%	2%	4%	3%	2%	-	-	-	3%	2%	4%	2%	-	3%	4%	1%	3%	2%	2%	3%	4%	-	-	-	3%	2%	10%	3%	-	12%	2%	-	6%	3%	1%	7%	2%	2%	7%	2%	2%	
Very badly 0	Count	6	2	1	2	-	-	-	2	1	1	1	-	4	2	5	1	5	1	-	-	-	-	4	2	4	1	2	3 (B)	1	2	1	5	1	5	-	1	5	-	1	5	
	%	2%	3%	2%	2%	5%	-	-	7%	3%	1%	2%	-	4%	2%	4%	1%	7%	2%	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q9 To what extent, if at all, does the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK perform well or badly on each of the following? - Driving the UK's scientific reputation internationally

Base: All

		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		Hospital/Secondary Care																																											
		GP	Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy								
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)					
		Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89					
Total	Count	132	38	32	33	28	1	3	11	45	47	26	3	56	73	77	55	46	30	38	8	8	2	5	23	104 (A B)	6	47	79 (A B)	12	50	70 (A B)	6	62	64 (A B)	9	58	65 (B)							
Well	%	53%	49%	49%	52%	66%	50%	38%	37%	57%	55%	54%	38%	51%	55%	56%	49%	61%	52%	56%	31%	62%	20%	28%	34%	63%	21%	44%	70%	35%	40%	77%	35%	40%	81%	64%	39%	73%							
Neither	Count	96	29	30	27	9	1	3	14	27	33	19	3	41	52	48	48	21	24	25	15	5	6	11 (C)	38 (C)	47	14 (C)	55 (C)	27	13 (C)	67 (C)	16	6	79 (C)	3	19	74 (C)								
	%	38%	38%	46%	43%	21%	50%	38%	47%	34%	39%	40%	38%	38%	39%	35%	43%	28%	41%	37%	58%	38%	60%	61%	57%	28%	48%	51%	24%	38%	54%	18%	35%	51%	14%	21%	50%	21%							
Badly	Count	22	10	6	3	6	-	2	5	7	5	3	2	12	8	13	9	8	4	5	3	-	2	2	6	14	9 (B C)	6	7	9 (B C)	8	5	5 (B C)	13	4	2	15	5							
	%	9%	13%	5%	5%	14%	-	25%	17%	9%	6%	6%	25%	11%	6%	9%	8%	11%	7%	7%	12%	-	20%	11%	9%	8%	31%	6%	6%	26%	6%	5%	29%	8%	5%	14%	10%	6%							



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q9 To what extent, if at all, does the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK perform well or badly on each of the following? - Driving the UK's scientific reputation internationally

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.								Q1 Pharmaceutical industry familiarity				Q2 Pharmaceutical industry favourability				Q3 Pharmaceutical industry trustworthiness				Favourability towards ABPI			Trust in ABPI		
		Hospital/Secondary Care Doctor					Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy							
		GP	Nurse	Pharmacist	Other																																							
		(A)	(B)	(C)	(D)	(E)																																						
		Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89				
Mean	8	7	7	8	8	8	8	7	7	8	8	8	7	7	8	8	8	8	8	8	7	8	6	7	8	6	7	8	6	7	8	7	7	9	8	7	8	7	8					
Median	8	8	7	8	8	8	8	7	7	8	8	8	7	7	8	8	7	8	8	8	7	8	7	8	7	7	8	6	7	9	7	7	9	7	9	8	7	9	9					
Very well 10	Count	15	3	3	7	2	-	1	1	3	7	3	1	4	10	6	9	3	4	6	-	2	-	-	5	10	2	2	11 (B)	2	5	8	1	7	7	2	4	9 (B)	2	4				
	%	6%	4%	5%	11%	5%	-	13%	3%	4%	8%	6%	13%	4%	8%	4%	8%	4%	7%	9%	-	15%	-	-	7%	6%	7%	2%	10%	6%	4%	9%	6%	5%	9%	14%	3%	10%	14%	3%	10%			
9	Count	26	6	10	5	4	1	-	5	7	6	8	-	12	14	15	11	8	6	7	4 <td>1</td> <td>-</td> <td>-</td> <td>3</td> <td>23 (B)</td> <td>-</td> <td>8</td> <td>18 (B)</td> <td>2</td> <td>5</td> <td>19 (B)</td> <td>-</td> <td>12</td> <td>14 (B)</td> <td>1</td> <td>10</td> <td>15 (B)</td> <td>1</td> <td>10</td> <td>15 (B)</td>	1	-	-	3	23 (B)	-	8	18 (B)	2	5	19 (B)	-	12	14 (B)	1	10	15 (B)	1	10	15 (B)			
	%	10%	8%	15%	8%	9%	50%	-	17%	9%	7%	17%	-	11%	11%	11%	10%	11%	10%	11%	10%	10%	15%	8%	-	4%	14%	-	7%	16%	6%	4%	21%	-	8%	18%	7%	7%	17%	7%	17%	7%	17%	
8	Count	53	21	7	12	13	-	-	1	25 (B)	16	11	-	26	27	36 (B)	17	13	15	12	3	3	1	2	2	6	45 (B)	2	19	32 (A)	4	19	30 (B)	2	23	28 (B)	3	22	28 (B)	3	22	28 (B)		
	%	21%	27%	11%	19%	30%	-	-	3%	32%	19%	23%	-	24%	20%	26%	15%	25%	26%	18%	12%	23%	10%	11%	9%	27%	7%	18%	28%	12%	15%	33%	12%	15%	35%	21%	15%	31%	21%	15%	31%			
7	Count	38	8	12	9	9	-	2	4	10	18	4	2	14	22	20	18	16	5	13	1	2	1	3	9	26	2	18	18	4	21	13	3	20	15	3	22	13	3	22	13			
	%	15%	10%	18%	14%	21%	-	25%	13%	13%	21%	8%	25%	13%	17%	14%	16%	21%	9%	19%	4%	15%	10%	17%	16%	13%	7%	17%	14%	12%	17%	13%	14%	18%	19%	21%	15%	15%	15%	15%				
6	Count	48	14	16	12	6	-	2	4	16	16	10	2	20	26	27	9	17	9	7	3	4	4	17	27	7	27 (C)	14	7	31 (C)	10	3	36 (C)	7	-	38 (C)	10	-	38 (C)					
	%	19%	18%	25%	19%	14%	-	25%	13%	20%	19%	21%	25%	18%	20%	20%	19%	12%	29%	12%	27%	23%	40%	22%	25%	16%	24%	25%	12%	21%	25%	11%	18%	25%	9%	-	26%	11%	-	26%	11%			
Neither well nor badly 5	Count	37	11	12	12	2	-	-	7	9	15	6	-	16	21	16	21	11	5	13	5	2	1	6 (C)	16 (C)	15	4	23 (C)	10	4	30 (C)	3	2	32 (C)	3	2	28	7	3	28	7			
	%	15%	14%	18%	19%	5%	-	-	23%	11%	18%	13%	-	15%	16%	12%	19%	15%	9%	19%	19%	15%	10%	33%	24%	19%	14%	21%	9%	12%	24%	3%	12%	21%	4%	14%	19%	8%	14%	19%	8%			
4	Count	11	4	3	2	3	-	1	3	2	2	3	1	5	6	5	6	1	2	4	3	1	2	1	5	3	5	3	2	6	3	5	1	9	1	1	9	2	1	9	2			
	%	4%	5%	3%	3%	5%	50%	13%	10%	3%	2%	6%	13%	5%	4%	4%	5%	1%	3%	6%	12%	-	10%	6%	7%	3%	10%	5%	3%	6%	5%	3%	6%	1%	7%	5%	2%	7%	5%	2%				
3	Count	15	6	3	3	3	-	2	3	5	4	1	2 (C)	8	5	8	7	4	3	4	2	-	2	1	4	10	4	5	6	4	3	9	3	1	11	3	3	11	3	3	11	3		
	%	6%	8%	5%	5%	7%	-	25%	10%	6%	5%	2%	25%	7%	4%	6%	6%	5%	5%	6%	8%	-	20%	6%	6%	6%	14%	5%	5%	4%	15%	5%	4%	18%	6%	4%	7%	7%	3%	7%	3%			
2	Count	4	3	1	-	-	-	1	1	1	1	1	1	2	3	1	1	1	1	1	1	-	1	1	2	3 (C)	-	1	1	2	1	2	-	1	2	-	1	2	-	2	-	2	-	
	%	2%	4%	-	-	2%	-	-	3%	1%	1%	2%	-	2%	2%	2%	1%	1%	1%	2%	1%	4%	-	-	6%	1%	1%	10%	-	1%	6%	2%	-	6%	1%	1%	-	1%	-	1%	-			
1	Count	2	1	-	-	1	-	-	-	1	-	1	-	1	1	1	1	2	-	-	-	-	-	-	-	2	1	1	-	2	-	-	-	-	2	-	1 (B)	1	-	-	-			
	%	1%	1%	-	-	2%	-	-	-	1%	-	2%	-	1%	1%	1%	3%	-	-	-	-	-	-	-	-	1%	3%	1%	-	3%	-	-	-	-	1%	-	7%	1%	-	-	-			
Very badly 0	Count	1	1	-	-	1	-	-	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-			
	%	0%	-	-	-	2%	-	-	3%	-	-	-	-	1%	-	1%	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-			



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q9 To what extent, if at all, does the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK perform well or badly on each of the following? - Contributing to broader debates around health and wellbeing in the UK

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located						Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI			
		GP (A)	Hospital/Seco ndary Care Doctor (B)	Nurse (C)	Pharmacist (D)	Other (E)	Under 25 (A)	25-34 (B)	35-44 (C)	45-54 (D)	55+ (E)	Under 25 (A)	25-44 (B)	44+ (C)	Male (A)	Female (B)	South East (A)	Midlands (B)	North (C)	Wales and South West (D)	Scotland (E)	Northern Ireland (F)	Unfamiliar (A)	Neither (B)	Familiar (C)	Unfavourable (A)	Neither (B)	Favourable (C)	Untrustworthy (A)	Neither (B)	Trustworthy (C)	Unfavourable (A)	Neither (B)	Favourable (C)	Untrustworthy (A)	Neither (B)	Trustworthy (C)			
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	2	113	34	125	91	2	17	154	79	14	147	89
Total	Well	Count	77	16	21	22	18	-	4	9	27	21	16	4	36	37	40	37	22	18	26	5	3	3	2	12	63 (B)	-	21	56 (B)	6	25	46 (A (B))	3	28	46 (A (B))	3	25	49 (B)	
	%	31	21%	32%	33%	38%	42%	-	50%	30%	34%	25%	33%	50%	33%	28%	29%	33%	29%	31%	38%	19%	23%	30%	11%	18%	38%	-	19%	50%	18%	20%	18%	18%	58%	21%	17%	55%		
Neither	Count	135	45	36	33	20	1	3	17	43	48	24	3	60	72	74	61	39	32	34	16	9	5	11	44	80	17	68 (C)	50	16	78 (C)	41	4	99 (A (C))	32	7	92 (C)	36	36	95
	%	54	58%	55%	52%	47%	50%	38%	57%	54%	56%	50%	38%	55%	54%	54%	54%	52%	55%	50%	62%	69%	50%	61%	66%	48%	59%	63%	44%	47%	62%	45%	24%	64%	41%	50%	63%	40%		
Badly	Count	38	16	8	11	8	1	1	4	9	16	8	1	13	24	24	14	14	8	8	5	1	2	5	11	22	12 (B (C))	19 (C)	7	12 (C)	22 (C)	4	10 (B (C))	27 (C)	1	4 (C)	30 (C)	4		
	%	15%	21%	12%	13%	12%	50%	13%	13%	13%	13%	13%	13%	12%	18%	17%	13%	19%	14%	12%	19%	8%	20%	28%	16%	13%	41%	18%	6%	35%	18%	4%	59%	18%	1%	29%	20%	4%		



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q9 To what extent, if at all, does the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK perform well or badly on each of the following? - Contributing to broader debates around health and wellbeing in the UK																																													
Base: All		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		Total	Hospital/Secondary Care Doctor					GP	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy			
			(A)	(B)	(C)	(D)	(E)																																				(A)	(B)	(C)
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89							
	Mean	6	6	7	7	7	5	7	6	7	6	6	7	7	6	6	6	7	6	7	6	7	6	5	6	7	4	6	7	5	6	7	5	6	6	8	8								
	Median	6	6	6	6	7	5	8	7	6	6	6	8	7	6	6	6	7	6	6	6	7	6	6	7	5	6	7	6	6	8	4	6	8	5	6	8	8							
	Count	7	2	2	2	1	-	1	1	3	1	1	1	4	2	4	3	2	-	3	1	1	-	-	2	5	-	2	5	2	1	4	1	2	4	1	1	5	5						
Very well 10	Count	3%	3%	3%	3%	2%	-	13%	3%	4%	1%	2%	13%	4%	2%	4%	3%	3%	3%	-	4%	4%	8%	-	-	-	-	3%	-	2%	4%	6%	1%	4%	6%	1%	5%	7%	1%	6%					
	Count	11	1	3	4	3	-	1	1	2	3	4	1	3	7	6	5	3	3	4	1	-	-	-	-	-	-	3%	11	-	1	10 (B)	1	2	8 (B)	1	2	8 (B)							
	%	4%	1%	5%	6%	7%	-	13%	3%	3%	4%	8%	13%	3%	5%	4%	4%	4%	5%	6%	4%	-	-	-	-	-	1%	9%	3%	1%	10%	6%	1%	10%	7%	1%	9%								
	Count	30	4	7	10	9 (A)	-	2	3	14	7	4	2	14	17	11	12	18	10	6	10	2	1	1	2	3	25	-	7	23 (B)	1	10	19 (A B)	1	12	17 (B)									
8	Count	12%	5%	11%	16%	21%	-	25%	10%	18%	8%	8%	25%	16%	8%	9%	16%	13%	10%	15%	8%	8%	10%	11%	4%	15%	-	6%	20%	3%	8%	21%	6%	8%	22%	7%	8%	19%							
	%	5%	5%	5%	5%	5%	-	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%						
	Count	29	9	9	6	5	-	-	4	8	10	7	9	-	12	17	18	11	7	9	1	1	2	-	7	22	-	11	18	2	13	14	-	12	17 (B)	-	10	19 (B)							
	%	12%	12%	14%	10%	12%	-	-	13%	10%	12%	15%	-	11%	13%	13%	10%	9%	16%	13%	4%	8%	20%	-	10%	13%	-	10%	16%	6%	10%	15%	-	8%	22%	-	7%	21%							
7	Count	39	13	9	9	8	-	-	13	14	9	18	9	18	21	24	15	12	12	7	4	2	15	4	21	15	23	15	23	15	4	21	15	-	23	16	-	22	16						
	%	16%	17%	14%	14%	19%	-	-	20%	15%	16%	15%	-	17%	16%	17%	13%	16%	21%	10%	15%	15%	20%	6%	22%	14%	10%	14%	10%	14%	10%	14%	10%	14%	10%	14%	10%	14%							
	Count	62	19	19	17	6	1	1	6	18	24	13	1	24	37	28	34	20	15	5	6	1	6	22	34	10	35 (C)	17	10	37	15	1	49 (C)	12	2	45	15								
	%	25%	25%	29%	27%	14%	50%	13%	20%	23%	28%	27%	13%	22%	28%	20%	30%	27%	26%	22%	19%	46%	10%	33%	33%	21%	34%	32%	15%	29%	30%	16%	6%	32%	15%	14%									
Neither well nor badly 5	Count	34	13	8	7	6	-	2	5	13	10	4	2	18	14	22	12	7	5	12	7	4	2	4	7	23	4	18	12	5	18	11	3	27 (C)	4	4 (C)	25 (C)	5							
	%	14%	14%	17%	12%	11%	14%	-	25%	17%	16%	12%	8%	25%	18%	16%	11%	9%	18%	27%	8%	20%	22%	10%	14%	14%	17%	11%	15%	14%	12%	18%	18%	5%	25%	17%	6%								
	Count	15	5	4	4	2	-	-	2	3	9	1	-	5	10	8	7	3	4	2	3	1	2	3	9	2	9	4	3	11 (C)	1	4 (B)	11	-	1	13 (C)	1								
	%	6%	6%	6%	6%	5%	-	-	7%	4%	11%	2%	-	5%	8%	6%	6%	4%	7%	3%	12%	8%	20%	17%	4%	5%	7%	8%	4%	9%	9%	1%	24%	7%	-	7%	9%	1%							
3	Count	7	4	2	-	-	1 (A B)	-	-	1	3	3	-	1	6	6	1	3	2	1	3	-	-	2	3	4	1	5	1	6	1	6	-	7	-	7	-								
	%	3%	5%	3%	-	-	50%	-	-	1%	4%	6%	-	1%	5%	4%	1%	4%	3%	3%	-	-	-	-	-	-	4%	2%	3%	5%	1%	3%	5%	-	6%	4%	-	5%	-						
	Count	10	6	2	2	-	-	-	1	3	2	4	-	4	6	7	3	5	-	4	1	-	-	2	3	5	6 (B C)	3	1	7 (B C)	2	1	3 (B C)	6	1	2	6	2							
	%	4%	8%	3%	3%	3%	-	-	3%	4%	2%	8%	-	4%	5%	3%	7%	-	6%	4%	-	-	-	11%	4%	3%	21%	3%	1%	18%	4%	1%	14%	4%	2%	1%	4	1							
Very badly 0	Count	6	1	-	-	-	-	1	1	2	3	-	1	3	2	3	3	2	1	1	-	-	-	-	-	-	-	4	3 (C)	2	2	4	-	1	4	-	1	5							
	%	2%	1%	-	3%	3%	7%	-	13%	3%	2%	-	13%	3%	2%	2%	3%	4%	3%	-	4%	-	-	-	-	-	3%	2%	10%	2%	12%	3%	-	7%	3%	1%									



	Total	Q9 To what extent, if at all, does the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK perform well or badly on each of the following?											Nets				Mean
		Very badly 0	1	2	3	4	Neither well nor badly 5	6	7	8	9	Very well 10	Badly (0-3)	Neither (4-6)	Well (7-10)		
Producing medicines that make people live longer	250	3	3	1	5	11	45	55	45	40	27	15	12	111	127	8	
100%	1%	1%	0%	2%	4%	18%	22%	18%	16%	11%	6%	5%	5%	44%	51%		
Ensuring clinical trials are conducted to the highest safety standards	250	2	6	4	4	14	42	34	60	43	30	11	16	90	144	8	
100%	1%	2%	2%	2%	6%	17%	14%	24%	17%	12%	4%	6%	36%	58%			
Developing new medicines	250	4	4	2	8	13	33	46	51	45	29	15	18	92	140	8	
100%	2%	2%	1%	3%	5%	13%	18%	20%	18%	12%	6%	7%	37%	56%			
Driving the UK's scientific reputation internationally	250	1	2	4	15	11	37	48	38	53	26	15	22	96	130	8	
100%	0%	1%	2%	6%	4%	15%	19%	15%	21%	10%	6%	9%	38%	53%			
Developing innovative products to solve unmet needs in society	250	6	6	3	13	16	49	52	42	37	19	7	28	117	105	7	
100%	2%	2%	1%	5%	6%	20%	21%	17%	15%	8%	3%	11%	47%	42%			
Contributing to broader debates around health and wellbeing in the UK	250	6	10	7	15	34	62	39	29	30	11	7	38	135	77	6	
100%	2%	4%	3%	6%	14%	25%	16%	12%	12%	4%	3%	15%	54%	31%			
Providing medicines that deliver value for money	250	8	4	22	32	37	52	41	31	15	6	2	66	130	54	6	
100%	3%	2%	9%	13%	15%	21%	16%	12%	6%	2%	1%	2%	26%	52%			
Providing medicines that the NHS can afford	250	14	11	21	43	40	42	27	21	20	7	4	89	109	52	5	
100%	6%	4%	8%	17%	16%	17%	11%	8%	8%	3%	2%	36%	44%	21%			

Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q10 Which, if any, of the following areas do you think the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK should prioritise in the next five years? - First priority

Base: All

		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.								Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy		
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89		
Working with the NHS to improve access to medicines for UK patients	Count	86	27	20	29	9	1	4	11	25	31	15	4	36	46	35	51 (A)	19	21	27	12	3	4	6	25	55	8	40	38	12	43	31	3	55	28	5	57	24		
%	%	34%	35%	31%	46%	21%	50%	50%	37%	32%	36%	31%	50%	33%	35%	25%	46%	25%	36%	40%	46%	23%	40%	33%	37%	33%	28%	37%	34%	35%	34%	18%	36%	36%	36%	36%	27%			
Providing medicines which are good value for money	Count	64	24	17	14	9	-	1	8	23	15	17	1	31	32	41	23	16	14	23	6	5	2	7	13	44	12	24	28	10	31	23	2	42	20	2	38	24		
%	%	26%	31%	26%	22%	21%	-	13%	27%	29%	18%	35%	13%	28%	24%	30%	21%	21%	24%	31%	23%	38%	20%	39%	19%	27%	41%	22%	25%	29%	25%	12%	27%	25%	14%	26%	27%			
Producing drugs which meet patients' needs	Count	62	13	22	12	14	1	2	12	25	25	11	2	38	5	24	22	21	15	14	4	2	4	4	22	36	4	32	26	8	34	20	7	38	17	3	36	23		
%	%	25%	17%	34%	19%	33%	50%	25%	17%	25%	28%	23%	25%	23%	26%	28%	21%	28%	26%	21%	15%	31%	40%	22%	33%	22%	14%	30%	23%	24%	27%	22%	41%	25%	22%	21%	24%	26%		
Communicating openly about clinical trials	Count	15	5	2	6	2	-	-	2	3	9	1	-	5	10	9	6	7	3	1	3	1	3	1	4	10	3	5	7	3	7	5	2	6	7	6	7	6		
%	%	6%	6%	3%	10%	5%	-	-	7%	4%	11%	2%	-	5%	8%	7%	5%	9%	5%	1%	12%	8%	-	6%	6%	6%	10%	5%	6%	9%	6%	5%	12%	4%	9%	14%	4%	8%		
Contributing to the national economy	Count	8	1	3	2	2	-	1	-	2	4	1	1	2	5	6	2	2	3	1	-	-	-	-	8	-	4	4	-	5	3	1	5	2	-	4	4			
%	%	3%	1%	5%	3%	5%	-	13%	-	3%	5%	2%	13%	2%	4%	4%	2%	3%	3%	4%	-	-	-	-	5%	-	4%	4%	-	4%	3%	6%	3%	-	3%	-	4%			
Providing information to patients	Count	3	2	-	-	1	-	-	3	-	-	-	-	2	1	2	-	1	-	-	-	-	-	-	1	2	-	3	-	1	2	-	1	-	2	1	-	1		
%	%	1%	3%	-	-	2%	-	-	4%	-	-	-	-	3%	-	1%	1%	3%	-	1%	-	-	-	-	1%	-	-	3%	-	1%	2%	-	1%	1%	-	1%				
Contributing to the local communities in which it operates	Count	3	2	1	-	-	-	-	-	1	1	1	-	2	1	2	1	1	1	1	-	-	-	-	2	1	1	1	1	-	2	1	-	1	1	-	2	1		
%	%	1%	3%	2%	-	-	-	-	-	1%	1%	2%	-	2%	1%	1%	1%	1%	1%	-	-	-	-	1%	1%	1%	1%	1%	-	2%	1%	-	1%	1%	-	1%				
Using responsible marketing practices	Count	2	2	-	-	-	-	-	-	-	2	-	-	2	-	2	-	1	1	-	-	-	-	-	2	-	1	-	1	-	1	-	1	-	1	-	1			
%	%	1%	3%	-	-	-	-	-	-	-	2%	-	-	1%	-	1%	-	1%	2%	-	-	-	-	-	1%	-	1%	-	1%	-	1%	-	1%	-	1%	-	1%			
None of these	Count	7	1	-	-	6 (A)	-	-	4 (D)	2	1	-	-	6 (C)	1	3	4	6	1	-	-	-	-	1	6	1	1	5	-	2	5	1	3	3	-	4	3			
%	%	3%	1%	-	-	14%	-	-	13%	3%	1%	-	-	6%	1%	2%	4%	8%	2%	-	-	-	-	1%	4%	3%	1%	4%	-	2%	5%	6%	2%	4%	-	3%	3%			



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q10 Which, if any, of the following areas do you think the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK should prioritise in the next five years? - Second priority

Base: All

		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.								Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy		
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)		
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89		
Providing medicines which are good value for money	Count	64	18	16	18	11	1	2	5	20	26	11	2	25	37	34	30	22	15	17	5	1	4	6	14	44	7	32	25	10	32	22	4	40	20	4	40	20		
%		26%	23%	25%	29%	26%	50%	25%	17%	25%	31%	23%	25%	23%	28%	25%	27%	29%	26%	25%	19%	8%	40%	33%	21%	27%	24%	30%	22%	29%	24%	24%	26%	25%	29%	27%	22%			
Producing drugs which meet patients' needs	Count	52	15	14	17	5	1	1	6	15	22	8	1	21	30	28	24	15	12	17	3	3	2	4	15	33	7	22	23	7	18	1	39	12	1	34	17			
%		21%	19%	22%	27%	12%	50%	13%	20%	19%	26%	17%	13%	19%	23%	20%	21%	20%	21%	25%	12%	23%	20%	22%	22%	20%	24%	20%	20%	21%	22%	20%	6%	25%	15%	7%	23%	19%		
Working with the NHS to improve access to medicines for UK patients	Count	43	14	10	13	6	-	1	5	12	13	12	1	17	25	25	18	7	13	13	6	3	1	2	13	28	4	17	22	3	25	15	4	27	12	2	26	15		
%		17%	18%	15%	21%	14%	-	13%	17%	15%	15%	25%	13%	16%	19%	18%	16%	9%	22%	19%	23%	23%	10%	11%	19%	17%	14%	16%	19%	9%	20%	16%	24%	18%	15%	14%	18%	17%		
Communicating openly about clinical trials	Count	30	13	7	7	3	-	1	2	12	6	9	1	14	15	15	15	9	5	8	4	2	2	5	23	2	17	11	7	13	10	7	13	10	12	3	15	12		
%		12%	17%	11%	11%	7%	-	13%	7%	15%	7%	19%	13%	13%	11%	11%	13%	12%	9%	12%	15%	15%	20%	11%	7%	14%	7%	16%	10%	21%	10%	11%	29%	8%	15%	21%	10%	13%		
Providing information to patients	Count	17	4	4	5	4	-	3 (C D E)	2	5	5	2	3 (B C)	7	7	7	10	5	3	5	3	1	-	-	5	12	3 (B)	1	13 (B)	3	3	11 (B)	-	7	10 (B)	-	7	10		
%		7%	5%	6%	8%	9%	-	38%	7%	6%	6%	4%	38%	6%	5%	9%	7%	5%	7%	12%	8%	-	-	7%	7%	10%	1%	12%	9%	2%	12%	-	5%	13%	-	5%	11%			
Using responsible marketing practices	Count	14	4	4	1	5	-	-	-	4	6	4	-	10	4	4	5	2	4	5	1	2	-	2	3	9	2	8	4	2	10	2	9	4	2	9	3			
%		6%	5%	6%	2%	12%	-	-	-	5%	7%	8%	-	4%	8%	7%	4%	3%	7%	7%	4%	15%	-	11%	4%	5%	7%	7%	4%	6%	8%	2%	6%	5%	14%	6%	3%			
Contributing to the national economy	Count	14	5	5	1	3	-	-	3	6	4	1	-	9	5	12 (B)	2	7	3	3	-	-	1	-	7	2	6	1	8	5	-	10	4	2	7	5				
%		6%	6%	8%	2%	7%	-	-	10%	8%	5%	2%	-	8%	4%	9%	2%	9%	5%	4%	-	-	10%	-	10%	4%	7%	6%	5%	3%	6%	5%	-	6%	5%	14%	5%	6%		
Contributing to the local communities in which it operates	Count	8	2	5	1	-	-	-	3	3	1	1	-	6	3	5	2	3	1	3	1	4	3	1	4	1	3	4	1	4	3	1	5	2	4	4	4			
%		3%	3%	8%	2%	-	-	-	10%	4%	1%	2%	-	6%	2%	4%	3%	3%	-	12%	8%	-	6%	6%	2%	3%	3%	4%	3%	3%	3%	6%	3%	3%	-	3%	4%			
None of these	Count	8	3	-	-	6 (A)	-	-	4	2	2	-	-	6	2	4	4	6	1	-	1	-	-	1	6	1	2	5	-	3	5	1	4	3	-	5	3			
%		3%	3%	-	-	14%	-	-	13%	3%	2%	-	-	6%	2%	3%	4%	8%	2%	-	4%	-	-	6%	1%	4%	3%	2%	4%	-	2%	5%	6%	3%	4%	-	3%	3%		
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89		



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q10 Which, if any, of the following areas do you think the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK should prioritise in the next five years? - Third priority

Base: All

		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89	
Working with the NHS to improve access to medicines for UK patients	Count	42	11	14	8	9	-	-	4	15	15	8	-	19	23	27	15	19	7	12	1	3	-	5	12	25	5	20	17	7	22	13	2	25	15	1	22	19	
%	17%	14%	22%	13%	21%	-	-	-	13%	19%	18%	17%	-	17%	17%	20%	13%	25%	12%	18%	4%	23%	-	28%	18%	15%	17%	19%	15%	21%	18%	14%	12%	16%	19%	7%	15%	21%	
Producing drugs which meet patients' needs	Count	42	16	11	9	6	-	-	5	18	8	11	-	23	19	26	16	11	11	13	4	1	2	2	8	32	6	17	19	5	21	16	2	14	4	24	14		
%	17%	21%	17%	14%	14%	-	-	-	17%	23%	9%	23%	-	21%	14%	19%	14%	15%	19%	15%	8%	20%	11%	12%	19%	21%	16%	17%	15%	17%	18%	12%	17%	18%	29%	16%	16%		
Providing medicines which are good value for money	Count	36	2	8	11	9	-	2	5	6	17	6	2	11	23	19	17	9	8	7	7	4	1	3	10	23	3	17	16	6	18	12	5	20	11	4	21	11	
%	14%	10%	12%	17%	21%	-	25%	17%	8%	20%	13%	25%	10%	17%	14%	15%	12%	14%	10%	27%	31%	10%	17%	15%	14%	10%	16%	14%	18%	14%	13%	29%	13%	14%	29%	14%	12%		
Communicating openly about clinical trials	Count	35	10	11	10	3	1	1	4	15	7	8	1	19	15	19	16	10	11	8	3	-	3	1	9	25	1	17	17	2	19	14	-	26	9	1	24	10	
%	14%	13%	17%	16%	7%	50%	13%	13%	19%	15%	8%	17%	13%	17%	11%	14%	14%	13%	19%	12%	-	30%	6%	13%	15%	3%	16%	15%	6%	15%	15%	-	17%	11%	7%	16%	11%		
Using responsible marketing practices	Count	27	7	10	7	3	-	2	3	9	8	5	2	12	13	17	10	3	8	7	6 (A)	1	2	3	8	16	6	9	12	5	12	10	3	15	9	2	11	14	
%	11%	9%	15%	11%	7%	-	25%	10%	11%	9%	10%	11%	10%	12%	9%	4%	14%	10%	23%	8%	20%	12%	10%	12%	10%	21%	8%	11%	10%	11%	18%	10%	11%	14%	7%	16%			
Contributing to the national economy	Count	23	13	4	4	2	-	1	3	3	10	6	1	6	16	13	10	6	12	-	2	1	3	6	14	3	12	8	4	13	6	3	15	5	2	17	4		
%	9%	17%	6%	6%	5%	-	13%	10%	10%	4%	12%	13%	13%	6%	12%	9%	9%	8%	3%	18%	-	15%	10%	17%	9%	8%	10%	11%	7%	12%	10%	7%	18%	10%	6%	14%	4%		
Providing information to patients	Count	18	4	3	9	2	-	1	2	3	10	2	1	5	12	4	-	14 (A)	2	6	4	1	1	-	7	11	1	7	10	3	9	6	1	10	7	-	11	7	
%	7%	5%	5%	14%	5%	-	13%	7%	4%	12%	4%	13%	5%	9%	3%	13%	3%	10%	6%	15%	8%	10%	-	10%	7%	3%	6%	9%	9%	7%	7%	6%	6%	-	7%	8%			
Contributing to the local communities in which it operates	Count	18	6	4	4	3	1	1	-	8	7	2	1	8	9	9	9	4	5	-	8	1	-	-	5	13	3	6	9	2	7	9	-	12	6	-	11	7	
%	7%	8%	6%	6%	7%	50%	13%	-	10%	8%	4%	13%	7%	7%	7%	7%	8%	11%	7%	7%	-	8%	-	-	7%	8%	10%	6%	8%	6%	10%	-	8%	8%	-	7%	8%		
None of these	Count	9	2	-	1	6 (C)	-	-	4	2	3	-	-	6	3	4	5	7	1	-	1	-	-	1	2	6	1	3	5	-	4	5	1	5	3	-	6	3	
%	4%	3%	-	2%	14%	-	-	-	13%	3%	4%	-	-	6%	2%	3%	4%	9%	2%	-	4%	-	-	6%	3%	4%	3%	3%	4%	-	3%	5%	6%	3%	4%	-	4%	3%	



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q10 Which, if any, of the following areas do you think the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK should prioritise in the next five years? - % selecting in their top 3

Base: All

		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			D1 Are you...?		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy						
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)						
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89					
Working with the NHS to improve access to medicines for UK patients	%	68%	68%	68%	79%	56%	50%	63%	67%	66%	69%	73%	63%	66%	71%	63%	75%	60%	65%	71%	76%	73%	69%	50%	72%	75%	65%	59%	71%	68%	65%	72%	65%	69%	70%	57%	71%	65%					
Providing medicines which are good value for money	%	66%	65%	63%	68%	67%	50%	63%	60%	62%	68%	71%	63%	61%	69%	68%	63%	63%	64%	66%	69%	77%	70%	89%	55%	67%	76%	68%	61%	76%	65%	63%	65%	66%	65%	71%	67%	62%					
Producing drugs which meet patients' needs	%	62%	57%	72%	60%	58%	100%	38%	53%	67%	64%	63%	38%	63%	63%	67%	57%	63%	66%	65%	42%	62%	80%	56%	67%	61%	59%	66%	59%	66%	59%	67%	54%	57%	64%	61%							
Communicating openly about clinical trials	%	32%	36%	31%	37%	19%	50%	25%	27%	38%	26%	38%	25%	35%	30%	31%	33%	35%	33%	25%	38%	23%	50%	22%	27%	35%	21%	36%	31%	35%	31%	32%	41%	29%	35%	43%	31%						
Contributing to the national economy	%	45	19	12	7	7	-	2	6	11	18	8	2	17	26	31 (B)	14	7	15	7	18	1	2	3	13	29	5	22	18	5	26	14	4	30	11	4	28	13					
Using responsible marketing practices	%	18%	25%	18%	11%	16%	-	25%	20%	14%	21%	17%	25%	16%	20%	22%	13%	20%	12%	26%	4%	15%	20%	17%	19%	18%	17%	20%	16%	15%	21%	15%	14%	19%	14%	29%	19%	15%					
Providing information to patients	%	15%	13%	11%	22%	16%	-	50%	13%	14%	18%	8%	50%	14%	14%	9%	22%	12%	16%	15%	27%	15%	10%	-	19%	15%	14%	7%	23%	18%	10%	21%	6%	12%	23%	-	14%	20%					
Contributing to the local communities in which it operates	%	12%	13%	15%	8%	7%	50%	13%	10%	15%	11%	8%	13%	14%	10%	10%	13%	15%	12%	9%	12%	15%	-	6%	15%	11%	17%	9%	12%	9%	10%	14%	6%	12%	11%	7%	10%	15%					
None of these	%	4%	3%	-	2%	14%	-	-	13%	3%	4%	-	-	6%	2%	3%	4%	9%	2%	-	4%	-	-	6%	3%	4%	3%	3%	4%	-	3%	5%	6%	3%	4%	-	4%	3%					



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q11 And thinking ahead to when the UK leaves the EU ('Brexit'), would you say that this will have a positive or a negative impact on each of the following within the UK pharmaceutical industry, or will it make no difference? - The regulatory environment

Base: All

		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
			Hospital/Secondary Care					Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
			GP	Doctor	Nurse	Pharmacist	Other																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
			(A)	(B)	(C)	(D)	(E)																																(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q11 And thinking ahead to when the UK leaves the EU ('Brexit'), would you say that this will have a positive or a negative impact on each of the following within the UK pharmaceutical industry, or will it make no difference? - The regulatory environment

Base: All

		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89	
	Mean	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	4	4	4	4	4	4	3	4	4	3	4	3	4	3		
	Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3		
Very positive impact	Count	16	6	2	6	2	-	-	1	7	3	5	-	8	6	10	8	1	6	1	-	-	-	-	1	15 (B)	-	4	12 (B)	2	7	1	9	6	1	8	7		
	%	6%	8%	3%	10%	5%	-	-	3%	9%	4%	10%	-	7%	6%	4%	9%	11%	2%	9%	4%	-	-	-	1%	9%	-	4%	11%	6%	6%	8%	6%	8%	7%	5%	8%		
Somewhat positive impact	Count	47	12	12	7	15 (C)	1	5 (C D E)	7	13	14	8	5 (B C)	20	22	33 (B)	14	12	11	16	2	4	2	1	15	31	6	11	30 (B)	5	18	24	2	21	24 (B)	2	18	27 (B)	
	%	19%	16%	18%	11%	35%	50%	63%	23%	16%	16%	17%	63%	18%	17%	24%	13%	16%	19%	24%	8%	31%	20%	6%	19%	21%	10%	27%	15%	14%	26%	12%	14%	30%	14%	12%	30%		
No impact	Count	89	29	23	24	12	1	2	9	26	37	15	2	35	52	45	44	28	21	22	12	2	4	9	61	8	43	38	11	43	35	8	53	28	6	50	33		
	%	36%	38%	35%	38%	28%	50%	25%	30%	33%	44%	31%	25%	32%	39%	33%	39%	37%	36%	32%	46%	15%	40%	50%	28%	37%	28%	40%	34%	32%	34%	38%	47%	34%	43%	34%	37%		
Somewhat negative impact	Count	54	15	19	14	6	-	-	10	18	16	10	-	28	26	31	23	13	18	12	7	3	1	3	20	31	7	28	19	9	32	13	2	42 (C)	10	1	46 (C)	7	
	%	22%	19%	29%	22%	14%	-	-	33%	19%	21%	-	26%	20%	22%	21%	17%	31%	18%	27%	23%	10%	17%	19%	30%	19%	24%	17%	26%	14%	12%	27%	13%	7%	31%	8%			
Very negative impact	Count	23	6	5	7	6	-	1	2	7	9	4	1	9	13	10	7	4	8	3	1	3	17	6	3	17	6	8	9	4	12	7	3	13	7	4 (B)	10	9	
	%	9%	6%	11%	8%	14%	-	13%	7%	9%	11%	8%	13%	8%	10%	9%	9%	7%	12%	12%	8%	-	17%	10%	10%	21%	7%	8%	12%	10%	8%	18%	8%	9%	29%	7%	10%		
Don't know	Count	21	10	2	7	2	-	-	1	8	6	6	-	9	12	10	11	7	3	4	1	3	3	2	9	10	2	14	5	3	13	5	1	16	4	-	15	6	
	%	8%	13%	3%	11%	5%	-	-	3%	10%	7%	13%	-	8%	9%	7%	10%	9%	5%	6%	4%	23%	30%	11%	13%	6%	7%	13%	4%	9%	10%	5%	6%	10%	5%	-	10%	7%	



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q11 And thinking ahead to when the UK leaves the EU ('Brexit'), would you say that this will have a positive or a negative impact on each of the following within the UK pharmaceutical industry, or will it make no difference? - The availability of qualified staff

Base: All

		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
			Hospital/Secondary Care					Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
			GP	Doctor	Nurse	Pharmacist	Other																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
			(A)	(B)	(C)	(D)	(E)																																(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q11 And thinking ahead to when the UK leaves the EU ('Brexit'), would you say that this will have a positive or a negative impact on each of the following within the UK pharmaceutical industry, or will it make no difference? - The availability of qualified staff

Base: All

		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.								Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		Hospital/Secondary Care Doctor					Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy						
		GP																																												
		(A)	(B)	(C)	(D)	(E)																																								
		Total	Count	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)						
Total	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89									
	Mean	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	3	4	4	4	3	4	3							
	Median	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3							
Very positive impact	Count	14	3	2	6	3	-	1	2	5	3	3	1	7	6	4	10 (A)	7	-	7	-	-	-	-	3	11	-	3	11 (B)	2	5	7	1	5	8	-	6	8								
	%	6%	4%	3%	10%	7%	-	13%	7%	6%	4%	6%	13%	6%	5%	3%	9%	9%	-	10%	-	-	-	4%	7%	-	3%	10%	6%	4%	8%	6%	3%	10%	-	4%	9%									
Somewhat positive impact	Count	29	9	6	4	10	-	1	6	10	7	5	1	16	12	23 (B)	6	12	7	6	3	-	1	2	4	23	1	10	18	1	12	16	1	13	15	1	10	18 (B)								
	%	12%	12%	9%	6%	23%	-	13%	20%	13%	8%	10%	13%	15%	9%	17%	5%	16%	12%	9%	12%	-	10%	11%	6%	14%	3%	9%	16%	3%	10%	18%	6%	8%	19%	7%	7%	20%								
No impact	Count	64	21	16	17	9	1	-	8	13	30 (C)	13	-	21	43 (B)	35	29	18	13	18	6	6	3	7	19	38	9	31	24	9	32	23	3	44	17	3	40	21								
	%	26%	27%	25%	27%	21%	50%	-	27%	16%	35%	27%	-	19%	32%	25%	26%	24%	22%	26%	23%	46%	30%	39%	28%	23%	31%	29%	21%	26%	26%	25%	18%	29%	22%	21%	27%	24%								
Somewhat negative impact	Count	85	24	23	21	17	-	5	7	32	23	18	5	39	41	51	34	23	24	24	8	4	2	2	26	57	11	35	39	12	43	30	8	51	26	8	51	26								
	%	34%	31%	35%	33%	40%	-	63%	23%	41%	27%	38%	63%	36%	31%	37%	30%	31%	41%	35%	31%	31%	20%	11%	36%	35%	38%	32%	35%	35%	34%	33%	47%	33%	57%	35%	29%									
Very negative impact	Count	41	12	17	7	4	1	1	7	12	16	5	1	21	21	21	20	11	10	7	2	1	5	8	28	6	18	17	7	21	13	4	26	11	2	26	13									
	%	16%	16%	26%	11%	9%	50%	13%	23%	15%	19%	10%	13%	16%	15%	18%	15%	17%	15%	17%	15%	27%	15%	10%	28%	12%	17%	21%	17%	15%	21%	17%	14%	24%	17%	14%	18%	15%								
Don't know	Count	17	8	1	8 (B)	-	-	-	-	7	6	4	-	7	10	4	13 (A)	4	4	3	2	1	3	2	7	8	2	11	4	3	12	2	-	15 (C)	2	-	14	3								
	%	7%	10%	2%	13%	-	-	-	-	9%	7%	8%	-	8%	8%	3%	12%	5%	7%	4%	8%	8%	30%	11%	10%	5%	7%	10%	4%	9%	10%	2%	-	10%	3%	-	10%	3%								



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q11 And thinking ahead to when the UK leaves the EU ('Brexit'), would you say that this will have a positive or a negative impact on each of the following within the UK pharmaceutical industry, or will it make no difference? - Patient access to new and innovative medicines

Base: All

		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			Hospital/Secondary Care																																						
			GP	Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy			
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)
Total	Count	255	77	65	63	43	2	8	30	79	85	48	8	109	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89				
Positive impact	Count	56	16	13	10	16	1	4	9	19	12	12	4	28	24	33	23	20	14	19	2	-	1	4	11	41	1	18	5	21	30	1	26	29	2	22	32				
	%	22%	21%	20%	16%	37%	50%	50%	30%	24%	14%	25%	50%	26%	18%	24%	21%	27%	24%	28%	8%	-	10%	22%	16%	25%	3%	17%	33%	15%	17%	6%	17%	37%	14%	15%	36%				
No impact	Count	86	28	21	24	13	-	-	9	25	38	14	-	34	52	54	32	28	22	18	9	6	3	6	22	58	11	42	33	10	50	26	8	18	9	56	21				
	%	34%	36%	32%	38%	30%	-	-	30%	32%	45%	29%	-	31%	39%	39%	29%	37%	38%	26%	35%	46%	30%	33%	35%	38%	39%	29%	40%	29%	40%	39%	23%	64%	38%	24%	38%				
Negative impact	Count	90	28	29	20	12	1	4	10	28	32	16	4	38	48	47	43	22	18	28	14	6	2	6	25	59	14	39	37	15	42	33	8	53	29	3	56	31			
	%	36%	36%	45%	32%	28%	50%	50%	33%	35%	38%	33%	50%	35%	36%	34%	38%	29%	31%	41%	54%	46%	20%	33%	37%	36%	48%	36%	33%	44%	34%	36%	47%	34%	37%	21%	38%	35%			
Don't know	Count	18	5	2	9	2	-	-	2	7	3	6	-	9	9	4	14	5	4	1	3	1	4	20	33	37	7	3	9	6	4	12	2	15	3	-	13	5			
	%	7%	6%	3%	14%	5%	-	-	7%	9%	4%	13%	-	8%	7%	3%	13%	7%	7%	4%	4%	8%	40%	11%	13%	4%	10%	8%	5%	12%	10%	2%	-	10%	4%	-	9%	6%			



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q11 And thinking ahead to when the UK leaves the EU ('Brexit'), would you say that this will have a positive or a negative impact on each of the following within the UK pharmaceutical industry, or will it make no difference? - Patient access to new and innovative medicines

Base: All

		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located:							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89	
	Mean	3	3	3	4	3	4	3	3	3	3	3	3	3	3	3	4	3	3	3	4	4	4	4	4	3	4	4	3	4	4	3	3	4	3	3	4	3	
	Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3		
Very positive impact	Count	15	5	1	7	2	-	2 (D)	1	4	2	6	2	5	8	4	11 (A)	6	2	7	-	-	-	-	3	12	1	3	11	3	6	6	1	8	6	-	7	8	
	%	6%	6%	2%	11%	5%	-	25%	3%	5%	2%	13%	25%	5%	6%	3%	10%	8%	3%	10%	-	-	-	-	4%	7%	3%	3%	10%	9%	5%	7%	6%	5%	8%	-	5%	9%	
Somewhat positive impact	Count	41	11	12	3	14 (C)	1	2	8	15	10	6	2	23	16	29 (B)	12	14	12	12	2	-	1	4	8	29	-	15	26	2	15	24 (A B)	-	18	23 (B)	2	15	24 (B)	
	%	16%	14%	18%	5%	33%	50%	25%	27%	19%	12%	13%	25%	21%	12%	21%	11%	19%	21%	18%	8%	-	10%	22%	11%	12%	18%	-	14%	23%	6%	12%	26%	-	12%	29%	14%	10%	27%
No impact	Count	96	28	21	24	13	-	-	9	25	38	14	-	34	52	54	32	28	22	18	9	6	3	6	22	58	11	42	33	10	50	26	18	60 (C)	15	9 (C)	56	21	
	%	34%	36%	32%	38%	30%	-	-	30%	32%	45%	29%	-	31%	39%	39%	29%	37%	38%	26%	35%	46%	30%	33%	33%	35%	38%	39%	29%	40%	29%	47%	39%	23%	64%	38%	24%		
Somewhat negative impact	Count	63	21	24	12	6	-	4	5	17	24	13	4	22	37	37	26	15	15	17	12	3	1	3	19	41	9	30	24	13	26	24	6	36	21	2	40	21	
	%	25%	27%	37%	19%	14%	-	50%	17%	22%	28%	27%	50%	20%	28%	27%	23%	20%	26%	25%	46%	23%	10%	17%	28%	25%	31%	28%	21%	38%	21%	26%	23%	27%	14%	27%	24%		
Very negative impact	Count	27	7	5	8	6	1	-	5	11	8	3	-	11	10	17 (A)	7	3	11	2	3	1	3	6	18	5	9	13	2	16	9	2	17	8	1	16	10		
	%	11%	9%	8%	13%	14%	50%	-	17%	14%	9%	6%	-	8%	7%	15%	9%	5%	16%	8%	23%	10%	17%	9%	11%	17%	8%	12%	6%	13%	10%	12%	11%	10%	7%	11%	11%		
Don't know	Count	18	5	2	9	2	-	-	2	7	3	6	-	9	9	4	14 (A B C)	5	4	3	1	1	4 (A B C)	2	9 (C)	7	3	9	6	4	12	2	-	15	3	-	13	5	
	%	7%	6%	3%	14%	5%	-	-	7%	9%	4%	13%	-	8%	7%	3%	13%	7%	7%	4%	4%	8%	40%	11%	13%	4%	10%	8%	5%	12%	10%	2%	-	10%	4%	-	9%	6%	



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q11 And thinking ahead to when the UK leaves the EU ('Brexit'), would you say that this will have a positive or a negative impact on each of the following within the UK pharmaceutical industry, or will it make no difference? - The prevalence of UK-based clinical trials																																							
Base: All																																							
		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI					
			GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89	
Positive impact	Count	65	18	15	18	13	1	4	13 (D)	21	14	13	4	34	27	40	25	23	14	22	3	-	3	2	18	45	3	21	41 (A B)	6	29	30	2	33	30 (B)	1	31	33 (B)	
	%	26%	23%	23%	29%	30%	50%	50%	43%	27%	16%	27%	50%	31%	20%	29%	22%	31%	24%	32%	12%	-	30%	11%	27%	27%	10%	19%	36%	18%	23%	33%	12%	21%	38%	7%	21%	37%	
No impact	Count	63	22	11	19	11	-	-	6	18	25	14	-	24	39	33	30	21	14	12	10	5	1	5	12	46	8	32	23	9	34	20	4	41	18	5	41	17	
	%	25%	29%	17%	30%	26%	-	-	20%	23%	29%	29%	-	22%	28%	24%	27%	28%	24%	18%	38%	38%	10%	28%	18%	28%	28%	30%	20%	26%	27%	22%	24%	27%	23%	36%	28%	19%	
Negative impact	Count	103	30	38 (C)	17	17	1	3	10	33	39	18	3	43	57	60	43	29	25	30	8	8	3	8	31	64	15	45	43	15	50	38	11	65	27	8	61	34	
	%	41%	39%	58%	27%	40%	50%	38%	33%	42%	46%	38%	38%	39%	43%	43%	38%	39%	43%	44%	31%	62%	30%	44%	39%	52%	42%	38%	44%	40%	42%	65%	42%	34%	57%	41%	38%		
Don't know	Count	19	7	6	9 (B)	2	-	1	1	7	7	3	1	8	10	5	14 (A)	2	5	4	5 (A)	-	3 (A)	3	6	10	3	10	6	4	12	3	15	4	-	14	5		
	%	8%	9%	2%	14%	5%	-	13%	3%	9%	8%	6%	13%	7%	8%	4%	13%	7%	3%	9%	6%	19%	-	30%	17%	9%	5%	12%	10%	3%	-	10%	5%	-	10%	5%	-	10%	6%



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q11 And thinking ahead to when the UK leaves the EU ('Brexit'), would you say that this will have a positive or a negative impact on each of the following within the UK pharmaceutical industry, or will it make no difference? - The prevalence of UK-based clinical trials

Base: All

		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		Hospital/Secondary Care Doctor					Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy					
		GP																																											
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)					
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89							
	Mean	3	3	4	3	3	3	3	3	3	3	4	3	3	3	4	3	4	3	4	3	4	4	4	4	4	4	4	4	3	4	4	3	4	3	4	4	3	4	3					
	Median	3	3	4	3	3	3	3	3	3	4	3	3	3	4	3	4	3	4	4	4	4	5	4	4	3	4	4	3	4	3	4	4	3	4	4	3	4	3						
Very positive impact	Count	18	5	3	7	3	-	-	5	7	3	3	-	12	6	9	9	8	1	7	1	-	1	-	-	3	15	-	3	15 (B)	2	5	11	1	7	10	-	8	10						
	%	7%	6%	5%	11%	7%	-	-	17%	9%	4%	6%	-	11%	5%	7%	8%	11%	2%	10%	4%	-	10%	-	4%	9%	-	3%	13%	6%	4%	12%	6%	5%	13%	-	5%	11%							
Somewhat positive impact	Count	47	13	12	11	10	1	4	8	14	11	10	4 (C)	22	21	31	16	15	13	15	2	-	2	2	15	30	3	18	26	4	24	19	1	26	20	1	23	23							
	%	19%	17%	18%	17%	23%	50%	50%	27%	18%	13%	21%	50%	20%	16%	22%	14%	20%	18%	22%	8%	-	20%	11%	22%	18%	10%	17%	23%	12%	19%	21%	6%	17%	25%	7%	16%	26%							
No impact	Count	63	22	11	19	11	-	-	6	18	25	14	-	24	39	33	30	21	14	12	10	5	1	5	12	46	8	32	23	9	34	20	4	41	18	5	41	17							
	%	25%	29%	17%	30%	26%	-	-	20%	23%	29%	29%	-	22%	28%	24%	27%	28%	24%	18%	38%	10%	28%	18%	28%	28%	30%	20%	26%	27%	22%	24%	27%	23%	36%	28%	19%								
Somewhat negative impact	Count	72	21	24	14	12	1	3	5	21	28	15	3	26	43	46	26	21	19	6	6	1	3	24	45	10	32	30	11	33	28	6	48	18	6	43	23								
	%	29%	27%	37%	22%	28%	50%	38%	17%	27%	33%	31%	38%	24%	32%	33%	23%	28%	33%	28%	23%	46%	10%	17%	23%	27%	34%	30%	27%	32%	32%	31%	35%	31%	23%	43%	29%	26%							
Very negative impact	Count	31	9	14	3	5	-	-	5	12	11	3	-	17	14	14	17	8	6	11	2	2	5	7	19	5	13	13	4	17	10	5	17	9	2	16	11								
	%	12%	12%	22%	5%	12%	-	-	17%	15%	13%	6%	-	16%	11%	10%	15%	11%	10%	16%	8%	15%	20%	28%	12%	17%	12%	12%	12%	12%	14%	11%	29%	11%	11%	14%	12%	12%							
Don't know	Count	19	7	1	9 (B)	2	-	1	1	7	7	3	1	8	10	5	14 (A)	2	5	4	5 (A)	-	3 (A)	-	3	6	10	3	10	6	4	12	3	-	15	4	-	14	5						
	%	8%	9%	2%	14%	5%	-	13%	3%	9%	8%	6%	13%	7%	8%	4%	13%	3%	9%	6%	19%	-	30%	17%	9%	6%	10%	9%	5%	12%	10%	3%	-	10%	5%	-	10%	6%							



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q11 And thinking ahead to when the UK leaves the EU ('Brexit'), would you say that this will have a positive or a negative impact on each of the following within the UK pharmaceutical industry, or will it make no difference? - The international reputation of the UK pharmaceutical industry																																								
Base: All																																								
		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy			
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)			
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89		
Positive impact	Count	54	14	9	15	15	1	2	8	17	15	12	2	25	27	32	22	21	12	17	2	1	1	3	13	38	2	18	34 (A)	3	26	25	1	27	26 (B)	1	24	29 (B)		
	%	22%	18%	14%	24%	35%	50%	25%	27%	22%	18%	25%	25%	23%	20%	23%	20%	28%	21%	25%	8%	8%	10%	17%	19%	23%	7%	17%	30%	9%	21%	6%	18%	33%	7%	16%	33%			
No impact	Count	96	36	27	23	10	-	3	10	24	39	20	3	34	59	37	27	24	25	12	5	2	8	28	60	15	46	35	16	47	33	8	63	25	7	59	30			
	%	38%	47%	42%	37%	23%	-	38%	33%	30%	46%	42%	38%	31%	44%	43%	36%	41%	38%	46%	38%	20%	44%	42%	36%	52%	43%	31%	47%	38%	36%	47%	41%	32%	50%	40%	34%			
Negative impact	Count	83	22	28	16	17	-	3	11	32	26	11	3	43	37	43	40	22	19	22	10	6	4	6	18	59	10	35	38	11	43	29	8	52	23	6	52	25		
	%	33%	29%	43%	25%	40%	-	38%	37%	41%	31%	23%	38%	39%	28%	31%	36%	29%	33%	32%	38%	40%	33%	27%	36%	34%	32%	34%	32%	34%	32%	47%	34%	29%	43%	36%	28%			
Don't know	Count	17	5	1	9	1	1 (B D)	-	1	6	5	5	-	7	10	4	13 (A)	5	3	2	1	3	1	8	9	2	9	6	4	9	4	-	12	5	-	12	5			
	%	7%	6%	2%	14%	2%	50%	-	3%	8%	6%	10%	-	6%	8%	3%	12%	6%	7%	5%	4%	8%	8%	30%	6%	12%	5%	7%	8%	5%	12%	7%	4%	-	8%	6%	-	8%	6%	



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q11 And thinking ahead to when the UK leaves the EU ('Brexit'), would you say that this will have a positive or a negative impact on each of the following within the UK pharmaceutical industry, or will it make no difference? - The international reputation of the UK pharmaceutical industry

Base: All

		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located:							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)		
Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89		
	Mean	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	4	4	4	4	3	3	4	3	3	4	3	3	4	3	3	4	3	3		
	Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3			
Very positive impact	Count	20	8	2	7	3	-	1	4	5	2	8 (D)	1	9	10	10	6	5	8	1	-	-	1	5	14	-	5	15 (B)	2	7	11	1	9	10	1	7	12		
	%	8%	10%	3%	11%	7%	-	13%	13%	6%	2%	17%	13%	8%	8%	7%	9%	8%	9%	12%	4%	-	6%	7%	8%	-	5%	13%	6%	6%	12%	6%	6%	13%	7%	5%	13%		
Somewhat positive impact	Count	34	6	7	8	12 (A)	1	1	4	12	13	4	1	16	17	22	12	15	7	9	1	1	2	8	24	2	13	19	1	19	14	-	18	16	-	17	17		
	%	14%	8%	11%	13%	28%	50%	13%	13%	15%	15%	8%	13%	15%	13%	16%	11%	20%	12%	13%	4%	8%	10%	11%	12%	15%	7%	12%	17%	3%	15%	15%	-	12%	20%	-	12%	19%	
No impact	Count	96	36	27	23	10	-	3	10	24	39	20	3	34	59	37	24	26	12	5	2	8	28	60	15	46	35	16	47	33	8	63	25	7	59	30			
	%	38%	47%	42%	37%	23%	-	38%	33%	30%	46%	42%	38%	31%	44%	43%	33%	36%	41%	38%	46%	38%	20%	44%	42%	36%	52%	43%	31%	47%	38%	36%	47%	41%	32%	50%	40%	34%	
Somewhat negative impact	Count	56	12	20	11	13	-	3	8	22	16	7	3	30	23	30	26	15	14	12	8	4	3	1	12	43	4	26	26	7	27	22	3	37	16	3	36	17	
	%	22%	16%	31%	17%	30%	-	38%	27%	28%	19%	15%	38%	28%	17%	22%	23%	20%	24%	18%	31%	31%	30%	6%	18%	26%	14%	24%	23%	21%	22%	24%	18%	24%	20%	21%	24%	19%	
Very negative impact	Count	27	10	8	5	4	-	-	3	10	10	4	-	13	14	13	14	7	10	2	12	1	5	6	16	9	12	4	16	7	15	5 (B)	15	7	3	16	8		
	%	11%	13%	12%	8%	9%	-	-	10%	13%	12%	8%	-	12%	11%	9%	15%	8%	15%	8%	15%	10%	28%	9%	10%	21%	8%	11%	12%	13%	8%	29%	10%	9%	21%	11%	9%	9%	
Don't know	Count	17	5	1	9	1	1 (B D)	-	1	6	5	5	-	7	10	4	13 (A)	5	3	3	2	1	3	1	8	2	9	6	4	9	4	-	12	5	-	12	5		
	%	7%	8%	2%	14%	2%	50%	-	3%	8%	6%	10%	-	8%	8%	3%	12%	7%	5%	4%	8%	8%	30%	6%	12%	5%	7%	8%	5%	12%	7%	4%	-	8%	6%	-	8%	6%	



Q11 And thinking ahead to when the UK leaves the EU ('Brexit'), would you say that this will have a positive or a negative impact on each of the following within the UK pharmaceutical industry, or will it make no difference? - Summary tables

	Total	Q11 And thinking ahead to when the UK leaves the EU ('Brexit'), would you say that this will have a positive or a negative impact on each of the following within the UK pharmaceutical industry, or will it make no difference?										Mean
								Nets				
		Don't know	Very negative impact	Somewhat negative impact	No impact	Somewhat positive impact	Very positive impact	Don't know (1)	Negative impact (2-3)	No impact (4)	Positive impact (5-6)	
The availability of qualified staff	250	17	41	85	64	29	14	17	126	64	43	4
	100%	7%	16%	34%	26%	12%	6%	7%	50%	26%	17%	
Patient access to new and innovative medicines	250	18	27	63	86	41	15	18	90	86	56	3
	100%	7%	11%	25%	34%	16%	6%	7%	36%	34%	22%	
The prevalence of UK-based clinical trials	250	19	31	72	63	47	18	19	103	63	65	3
	100%	8%	12%	29%	25%	19%	7%	8%	41%	25%	26%	
The international reputation of the UK pharmaceutical industry	250	17	27	56	96	34	20	17	83	96	54	3
	100%	7%	11%	22%	38%	14%	8%	7%	33%	38%	22%	
The regulatory environment	250	21	23	54	89	47	16	21	77	89	63	3
	100%	8%	9%	22%	36%	19%	6%	8%	31%	36%	25%	

Reputation of the Pharmaceutical Industry Among Healthcare Professionals



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q12 Thinking about the pharmaceutical industry, to what extent do you agree or disagree with each of the following statements? - Products produced by the pharmaceutical industry are fairly priced when you consider the value they bring to patients																																							
Base: All																																							
		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.						Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI						
			GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89	
Agree	Count	62	12	14	16	18 (A)	2	1	11	19	18	13	1	30	31	36	26	20	14	18	7	3	-	3	14	45	1	13	48 (A B)	3	19	40 (A B)	2	27	33 (B)	2	28	32 (B)	
	%	25%	16%	22%	25%	42%	100%	13%	37%	24%	21%	27%	13%	28%	23%	26%	23%	27%	24%	26%	27%	23%	-	17%	21%	27%	3%	12%	42%	9%	15%	44%	12%	18%	42%	14%	19%	36%	
Neither	Count	54	19	17	9	9	-	3	6	17	20	8	3	23	28	29	25	15	10	16	7	4	2	4	15	35	1	29 (A)	24	3	32	19	2	34	18	1	34	19	
	%	22%	25%	26%	14%	21%	-	38%	20%	22%	24%	17%	38%	21%	21%	21%	22%	20%	17%	24%	27%	31%	20%	22%	22%	21%	3%	27%	21%	9%	26%	21%	12%	22%	23%	7%	23%	21%	
Disagree	Count	129	44	34	36	15	-	3	12	42	46	26	3	54	72	70	59	37	34	32	12	6	8	10	36	83	27 (B C)	63 (C)	39	28 (B C)	70 (C)	31	12 (C)	90 (C)	27	11 (C)	81	37	
	%	52%	57%	52%	57%	35%	-	38%	40%	53%	54%	54%	38%	50%	54%	51%	53%	49%	59%	47%	46%	46%	80%	56%	54%	50%	93%	58%	35%	82%	56%	34%	71%	58%	34%	79%	55%	42%	
Don't know	Count	5	2	-	2	1	-	1	1	1	1	1	1	2	3	3	2	3	-	2	-	-	-	1	2	2	-	3	2	-	4	1	3	1	4	1	4	1	
	%	2%	3%	-	3%	2%	-	13%	3%	1%	1%	2%	13%	2%	2%	2%	2%	4%	-	3%	-	-	-	6%	3%	1%	-	3%	2%	-	3%	1%	6%	2%	1%	-	3%	1%	



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q12 Thinking about the pharmaceutical industry, to what extent do you agree or disagree with each of the following statements? - Products produced by the pharmaceutical industry are fairly priced when you consider the value they bring to patients																																							
Base: All																																							
		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.						Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI				
		GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy		
Total	Count	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	
Total	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89		
	Mean	3	4	3	3	3	2	4	3	3	3	4	3	3	3	3	3	3	3	3	4	4	4	4	3	4	4	3	4	4	3	4	4	3	4	4	3	4	3
	Median	4	4	4	4	3	2	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	4	4	4	4	4	4	3	4	4	3	4	4	3	4	3	
Strongly agree	Count	10	1	2	5	2	-	1	4	1	3	1	1	5	4	1	9 (A)	5	-	4	1	-	-	-	2	8	1	-	9	3	-	7	1	3	6	-	3	7 (B)	
	%	4%	1%	3%	8%	5%	-	13%	13%	1%	4%	2%	13%	5%	3%	1%	8%	7%	-	6%	4%	-	-	-	3%	5%	3%	-	8%	9%	-	8%	6%	2%	8%	-	2%	8%	
Somewhat agree	Count	52	11	12	11	16 (A)	2	-	7	18	15	12	-	25	27	35 (B)	17	15	14	14	6	3	-	3	12	37	-	13	39 (B)	-	19	33 (B)	1	24	27 (B)	2	25	25	
	%	21%	14%	18%	17%	37%	100%	-	23%	23%	18%	25%	-	23%	20%	25%	15%	20%	24%	21%	23%	16%		17%	18%	22%	-	12%	35%	-	15%	36%	6%	16%	34%	14%	17%	28%	
Neither agree nor disagree	Count	54	19	17	9	9	-	3	6	17	20	8	3	23	28	29	25	15	10	16	7	4		4	15	35	1	29 (A)	24	3	32	19	2	34	18	1	34	19	
	%	22%	25%	26%	14%	21%	-	38%	20%	22%	24%	17%	38%	21%	21%	22%	20%	17%	24%	27%	31%	20%		22%	22%	21%	3%	27%	21%	9%	26%	21%	12%	22%	23%	7%	23%	21%	
Somewhat disagree	Count	101	34	28	26	13	-	2	7	36	38	18	2	43	56	59	42	26	30	24	10	5		6	8	24	69	16 (C)	52 (C)	33	17	57	27	8	69	24	7	62	32
	%	40%	44%	43%	41%	30%	-	25%	23%	46%	45%	38%	25%	39%	42%	43%	38%	35%	52%	35%	38%	38%		42%	55%	48%	29%	50%	46%	30%	47%	46%	50%	42%	50%	42%	36%		
Strongly disagree	Count	28	10	6	10	2	-	1	5	6	8	9	1	11	16	11	17	4	8	2	1			2	12	14	11 (B, C)	11	6	11 (B, C)	4	21	4	21	3	19	5		
	%	11%	13%	9%	16%	5%	-	13%	17%	8%	9%	17%	13%	10%	12%	8%	15%	15%	7%	12%	8%	8%	20%		11%	8%	38%	10%	5%	32%	10%	4%	24%	14%	4%	23%	13%	6%	
Don't know	Count	5	2	-	2	1	-	1	1	1	1	1	1	2	3	2	3	-	2	-	-	-		1	2	2	-	3	2	-	4	1	1	3	1	-	4	1	
	%	2%	3%	-	3%	2%	-	13%	3%	1%	1%	2%	13%	2%	2%	2%	2%	4%	-	3%	-	-		6%	3%	1%	-	3%	2%	-	3%	1%	6%	2%	1%	-	3%	1%	



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q12 Thinking about the pharmaceutical industry, to what extent do you agree or disagree with each of the following statements? - Pharmaceutical companies charge too much for their products

Base: All

		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			Hospital/Secondary Care					Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy			
			GP	Doctor	Nurse	Pharmacist	Other																																		
			(A)	(B)	(C)	(D)	(E)																																		
Total	Count	250	77	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89				
Agree	Count	193	59	50	49	34	1	5	22	65	65	36	5	87	101	107	86	60	44	53	21	6	9	11	52	130	29	85	79	32 (C)	97	64	13	124	56	12	122 (C)	59			
	%	77%	77%	77%	78%	79%	50%	63%	73%	82%	76%	75%	63%	80%	76%	78%	77%	80%	76%	78%	81%	46%	90%	61%	78%	79%	100%	79%	70%	94%	78%	70%	76%	81%	71%	86%	83%	66%			
Neither	Count	36	15	8	10	5	-	-	6	8	16	6	-	14	22	19	17	11	8	9	3	5	-	7 (C)	10	19	-	15	21	1	21	14	2	19	15	1	18	17			
	%	14%	19%	12%	13%	12%	-	-	20%	10%	19%	13%	-	13%	17%	14%	15%	15%	14%	13%	12%	38%	-	39%	15%	12%	-	14%	19%	3%	17%	15%	12%	12%	19%	7%	12%	19%			
Disagree	Count	20	3	6	6	4	1 (A)	3 (D)	2	6	4	5	3 (B C)	8	9	11	9	4	5	6	2	2	1	-	5	15	-	8	12	1	7	12	2	11	7	1	7	12			
	%	8%	4%	9%	10%	9%	50%	38%	7%	8%	5%	10%	38%	7%	7%	8%	8%	5%	9%	9%	8%	15%	10%	-	7%	9%	-	7%	11%	3%	6%	13%	12%	7%	9%	7%	5%	13%			
Don't know	Count	1	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
	%	0%	-	2%	-	-	-	-	-	-	-	-	2%	-	-	1%	-	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%			



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q12 Thinking about the pharmaceutical industry, to what extent do you agree or disagree with each of the following statements? - Pharmaceutical companies charge too much for their products

Base: All

		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.								Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy		
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)		
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89		
	Mean	2	2	2	2	2	3	3	2	2	2	2	3	2	2	2	2	2	2	2	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2		
	Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2		
Strongly agree	Count	64	20	10	24 (B)	10	-	2	10	17	21	14	2	27	35	30	34	25	11	20	5	1	2	5	19	40	14 (B C)	24	26	15 (B)	28	21	8	36	20	6	36	22		
	%	26%	26%	15%	38%	23%	-	25%	33%	22%	25%	29%	25%	25%	26%	22%	30%	33%	19%	29%	19%	8%	20%	28%	24%	48%	22%	23%	44%	22%	23%	47%	23%	25%	43%	24%	25%			
Somewhat agree	Count	129	39	40	25	24	1	3	12	48	44	22	3	60	66	77	52	35	33	33	16	5	7	6	33	90	15	61	53	17	69	43	5	88	36	6	86 (C)	37		
	%	52%	51%	62%	40%	56%	50%	38%	40%	61%	52%	46%	38%	55%	50%	56%	46%	47%	57%	49%	62%	38%	70%	33%	49%	55%	52%	56%	47%	50%	55%	47%	29%	57%	46%	43%	59%	42%		
Neither agree nor disagree	Count	36	16	8	8	5	-	-	6	8	16	5	-	14	22	19	17	11	8	9	3	5	-	7 (C)	10	19	-	15	21	1	21	14	2	19	15	1	18	17		
	%	14%	19%	12%	13%	12%	-	-	20%	10%	19%	13%	-	13%	17%	14%	15%	15%	14%	13%	12%	38%	-	39%	15%	12%	-	14%	19%	3%	17%	15%	12%	12%	19%	7%	12%	19%		
Somewhat disagree	Count	16	3	5	5	2	1 (A)	2 (D)	2	5	2	5	2	7	10	6	4	4	4	4	2	1	1	-	4	12	-	6	10	1	5	10	2	8	6	1	4	11 (B)		
	%	6%	4%	8%	8%	5%	50%	25%	7%	6%	2%	10%	25%	6%	5%	7%	5%	5%	7%	6%	8%	10%	-	6%	7%	-	6%	9%	3%	4%	11%	12%	5%	8%	7%	3%	12%			
Strongly disagree	Count	4	-	1	1	2	-	1	-	1 (B)	1	-	1	2	1	2	1	3	1	2	1	1	-	-	1	3	-	2	-	2	-	2	-	3	1	-	3	1		
	%	2%	-	2%	2%	5%	-	13%	-	1%	2%	-	13%	2%	1%	3%	-	2%	3%	-	8%	-	-	-	1%	2%	-	2%	-	2%	-	2%	1%	-	2%	1%	-	2%	1%	
Don't know	Count	1	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	1	-	-	1	-	-	1	-	-	1		
	%	0%	-	2%	-	-	-	-	-	-	-	-	2%	-	-	1%	-	-	2%	-	-	-	-	-	-	1%	-	-	1%	-	-	1%	-	-	1%	-	-	1%		



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q12 Thinking about the pharmaceutical industry, to what extent do you agree or disagree with each of the following statements? - Pharmaceutical companies do not re-invest enough of their profits into the research and development of new and innovative medicines

Base: All

		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy			
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)			
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89			
Agree	Count	115	36	32	20	27 (C)	-	8	20 (D E)	42	30	15	8	62 (C)	45	66	49	34	24	31	13	7	6	9	35	71	23 (B C)	45	47	21	57	37	69	33	9	70	36				
	%	46%	47%	49%	32%	63%	-	100%	67%	53%	35%	31%	100%	57%	34%	48%	44%	45%	41%	46%	50%	54%	60%	50%	52%	43%	79%	42%	42%	62%	46%	41%	45%	42%	64%	48%	40%				
Neither	Count	64	20	15	21	7	1	-	4	15	33 (C)	12	-	19	45 (B)	30	34	18	13	24	7	2	-	3	22	39	4	34	26	6	36	22	1	44	19	1	42	21			
	%	26%	26%	23%	33%	16%	50%	-	13%	19%	39%	25%	-	17%	34%	22%	30%	24%	22%	35%	27%	15%	-	17%	33%	24%	14%	31%	23%	18%	29%	24%	6%	29%	24%	7%	29%	24%			
Disagree	Count	58	17	15	16	9	1	-	5	19	18	16	-	24	34	35	23	19	16	12	6	3	2	3	6	49 (B)	1	20	37 (A B)	5	25	28	3	30	25	3	26	29 (B)			
	%	23%	22%	23%	25%	21%	50%	-	17%	24%	21%	33%	-	22%	26%	25%	21%	25%	28%	18%	23%	23%	20%	17%	9%	30%	3%	19%	33%	15%	20%	31%	18%	19%	32%	21%	18%	33%			
Don't know	Count	13	4	3	6	-	-	-	1	3	4	5	-	4	9	7	6	4	5	1	-	1	2 (C)	3 (C)	4	6	1	9	3	2	7	4	-	11	2	1	9	3			
	%	5%	5%	5%	10%	-	-	-	3%	4%	5%	10%	-	4%	7%	5%	5%	5%	9%	1%	-	8%	20%	17%	6%	4%	3%	8%	3%	6%	6%	4%	-	7%	3%	7%	6%	3%			



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q12 Thinking about the pharmaceutical industry, to what extent do you agree or disagree with each of the following statements? - Pharmaceutical companies do not re-invest enough of their profits into the research and development of new and innovative medicines

Base: All

		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.								Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy							
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)							
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89						
	Mean	3	3	3	3	2	4	2	2	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	2	3	3	2	3	3	3	3	3	3	3					
	Median	3	3	3	3	2	4	2	2	2	3	3	2	2	3	3	3	3	3	3	2	2	2	3	2	3	2	3	3	2	3	3	2	3	3	3	3	3	3					
Strongly agree	Count	20	5	6	4	5	-	1	5	5	4	1	10	9	6	14 (A)	10	1	7	1	1	-	-	-	9	11	10 (B C)	2	2	8	9 (B C)	5	6	4 (B)	10	6	4 (B C)	10	6	6				
	%	8%	6%	9%	6%	12%	-	13%	17%	6%	8%	13%	9%	7%	4%	13%	13%	2%	10%	4%	8%	-	-	13%	7%	34%	2%	7%	26%	4%	7%	24%	6%	8%	29%	7%	7%	7%	7%	7%				
Somewhat agree	Count	95	31	26	16	22 (C)	-	7 (D E)	15	37	25	11	7 (C)	52 (C)	36	60 (B)	35	24	23	24	12	6	6	9	26	60	13	43	39	12	52	31	9	59	27	5	60	30	30					
	%	38%	40%	40%	25%	51%	-	88%	50%	47%	29%	23%	88%	48%	27%	43%	31%	32%	40%	35%	46%	2	60%	50%	31%	39%	36%	45%	40%	35%	35%	42%	34%	53%	38%	34%	36%	41%	34%					
Neither agree nor disagree	Count	64	20	15	21	7	1	-	4	15	33 (C)	12	-	19	45 (B)	30	34	18	13	24	7	2	3	22	39	4	34	26	6	36	22	1	44	19	1	42	21	21						
	%	26%	26%	23%	33%	16%	50%	-	13%	19%	39%	25%	-	17%	34%	22%	30%	24%	22%	35%	27%	15%	-	17%	33%	24%	14%	31%	23%	18%	29%	24%	6%	29%	24%	7%	29%	24%	24%					
Somewhat disagree	Count	49	14	13	14	8	-	-	5	17	14	13	-	22	27	31	18	16	12	10	6	3	2	3	6	40 (B)	1	19	29 (A)	5	21	23	3	24	22	3	23	23	23					
	%	20%	16%	20%	22%	19%	-	-	17%	22%	16%	27%	-	20%	20%	22%	16%	21%	15%	23%	23%	20%	17%	9%	24%	3%	18%	24%	3%	17%	25%	16%	28%	16%	28%	21%	16%	26%	26%					
Strongly disagree	Count	9	3	2	2	1	1 (A B C D)	-	-	2	4	3	-	2	7	4	5	3	4	2	-	-	-	-	-	-	-	1	8 (B)	-	4	5	-	3	-	3	-	3	6	3				
	%	4%	4%	3%	3%	2%	50%	-	-	3%	5%	6%	-	5%	3%	4%	4%	7%	3%	-	-	-	-	5%	-	1%	7%	-	3%	5%	-	4%	4%	4%	-	2%	7%	7%	7%	7%				
Don't know	Count	13	4	3	6	-	-	-	1	3	4	5	-	4	9	7	6	4	5	1	-	1	2 (C)	3 (C)	4	6	1	9	3	2	7	4	-	11	2	1	9	3	3					
	%	5%	5%	5%	10%	-	-	-	3%	4%	5%	10%	-	4%	7%	5%	5%	5%	9%	1%	-	8%	20%	17%	6%	4%	3%	8%	3%	6%	6%	4%	-	7%	3%	7%	6%	6%	3%					



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q12 Thinking about the pharmaceutical industry, to what extent do you agree or disagree with each of the following statements? - Pharmaceutical companies are open and transparen't about their business practices

Base: All

		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP	Hospital/secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy			
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89			
Agree	Count	58	10	14	15	18 (A)	1	1	9	23	15	10	1	32	25	29	29	20	13	17	6	1	1	3	13	42	1	13	44 (A,B)	2	18	38 (A,B)	4	16	38 (B)	2	20	36 (B)			
	%	23%	13%	22%	24%	42%	50%	13%	30%	29%	18%	21%	13%	29%	19%	21%	26%	27%	22%	25%	23%	8%	10%	17%	19%	25%	3%	12%	39%	6%	14%	42%	10%	48%	14%	14%	40%				
Neither	Count	68	16	22	21	9	-	2	9	17	26	14	2	26	40	29	39 (A)	16	17	8	4	3	6	17	45	4	30	34	4	22	42 (A)	-	47	21	40	27					
	%	27%	21%	34%	33%	21%	-	25%	30%	22%	31%	29%	25%	24%	30%	21%	35%	27%	28%	25%	31%	31%	30%	33%	25%	27%	14%	28%	30%	12%	34%	24%	-	31%	27%	7%	27%	30%			
Disagree	Count	121	50 (D)	29	26	15	1	4	12	38	44	23	4	50	67	79 (B)	42	35	28	33	12	8	5	8	36	77	24 (B,C)	63 (C)	34	28 (B,C)	63 (C)	30	13 (C)	89 (C)	19	11 (C)	85 (C)	25			
	%	48%	65%	45%	41%	35%	50%	50%	40%	48%	52%	48%	50%	46%	57%	38%	47%	48%	49%	46%	46%	62%	50%	44%	54%	47%	83%	58%	30%	82%	50%	33%	76%	58%	24%	79%	58%	28%			
Don't know	Count	3	1	3	1	1	-	1	-	1	-	1	1	1	2	1	1	1	1	1	1	-	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1			
	%	1%	1%	1%	-	2%	2%	-	13%	-	1%	-	2%	1%	1%	1%	2%	-	1%	2%	1%	-	10%	6%	1%	1%	-	2%	1%	-	2%	1%	-	1%	1%	-	1%	1%			

Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q12 Thinking about the pharmaceutical industry, to what extent do you agree or disagree with each of the following statements? - Pharmaceutical companies are open and transparen't about their business practices

Base: All

		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.								Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy		
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)		
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89		
	Mean	3	4	3	3	3	3	4	3	3	3	3	4	3	3	3	3	3	3	3	3	4	4	4	4	3	4	4	4	3	4	4	3	4	4	3	4	3		
	Median	3	4	3	3	3	3	4	3	3	4	4	3	4	3	4	3	4	4	3	4	4	4	3	4	4	3	4	4	3	4	4	3	5	4	3	5	4		
Strongly agree	Count	11	1	3	2	4	1	-	4	4	2	1	-	8	3	5	6	9	1	1	-	-	-	-	3	8	1	1	9	1	1	9	2	7	1	3	7			
	%	4%	1%	5%	3%	9%	50%	-	13%	5%	2%	2%	-	7%	2%	4%	5%	12%	2%	1%	-	-	-	-	4%	5%	3%	1%	8%	3%	1%	10%	12%	1%	9%	7%	2%	8%		
Somewhat agree	Count	47	9	11	13	14	-	1	5	19	13	9	1	24	22	24	23	11	12	16	6	1	1	3	10	34	-	12	35	1	17	29	2	14	31	1	17	29		
	%	19%	12%	17%	21%	33%	-	13%	17%	24%	15%	19%	13%	22%	17%	17%	21%	15%	21%	24%	23%	10%	17%	15%	21%	-	11%	31%	3%	14%	32%	9%	38%	7%	12%	33%				
Neither agree nor disagree	Count	68	16	22	21	9	-	2	9	17	26	14	2	26	40	29	39	17	8	17	8	4	3	6	17	45	4	30	34	4	42	-	47	21	1	40	27			
	%	27%	21%	34%	33%	21%	-	25%	30%	22%	31%	29%	25%	24%	30%	21%	35%	27%	28%	25%	31%	31%	30%	33%	25%	27%	14%	28%	30%	12%	34%	24%	-	31%	27%	7%	27%	30%		
Somewhat disagree	Count	92	39	20	21	11	1	2	7	32	35	16	2	39	51	58	34	24	24	26	8	5	5	3	29	60	14	49	29	16	47	29	4	70	3	66	23			
	%	37%	51%	31%	33%	26%	50%	25%	23%	41%	41%	33%	25%	36%	38%	42%	30%	32%	41%	38%	31%	38%	17%	43%	36%	48%	45%	47%	38%	24%	23%	45%	21%	45%	26%					
Strongly disagree	Count	29	11	9	5	4	-	2	5	6	9	7	2	11	16	21	8	7	4	3	4	3	5	7	17	14	5	12	16	1	9	16	1	8	19	2				
	%	12%	14%	14%	8%	9%	-	25%	17%	8%	11%	15%	25%	12%	15%	7%	11%	7%	10%	15%	23%	-	28%	10%	10%	34%	13%	4%	35%	13%	1%	53%	12%	1%	57%	13%	2%			
Don't know	Count	3	1	-	1	1	-	1	-	1	-	1	1	1	1	1	2	-	1	1	-	-	1	1	1	1	-	2	1	-	2	1	-	2	1	-	2	1		
	%	1%	1%	-	2%	2%	-	13%	-	1%	-	2%	13%	1%	1%	1%	2%	-	2%	1%	-	-	10%	6%	1%	1%	-	2%	1%	-	2%	1%	-	1%	1%	-	1%	1%		



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q12 Thinking about the pharmaceutical industry, to what extent do you agree or disagree with each of the following statements? - I am confident that UK-based clinical trials run by the pharmaceutical industry are safe

Base: All

		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
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			GP	Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q12 Thinking about the pharmaceutical industry, to what extent do you agree or disagree with each of the following statements? - I am confident that UK-based clinical trials run by the pharmaceutical industry are safe

Base: All

		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.								Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy		
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)		
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89		
	Mean	2	2	2	2	2	2	3	2	2	2	2	3	2	2	2	2	2	2	2	2	3	2	2	2	3	2	2	2	2	2	2	2	2	2	2	2	2		
	Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2		
Strongly agree	Count	54	14	16	11	12	1	1	4	25	16	8	1	29	24	29	25	18	11	15	6	2	2	2	13	39	4	3	2	2	5	20	29	3	25	26	3	21	30	
	%	22%	18%	25%	17%	28%	50%	13%	13%	32%	19%	17%	13%	27%	18%	21%	22%	24%	19%	22%	23%	15%	20%	11%	19%	24%	14%	13%	32%	15%	16%	33%	18%	16%	33%	21%	14%	34%		
Somewhat agree	Count	123	35	36	31	20	1	4	17	31	46	25	4	48	71	73	50	32	33	36	12	7	3	9	27	87	8	56	59	13	58	52	7	72	44	5	71	47		
	%	49%	45%	55%	49%	47%	50%	50%	57%	39%	54%	52%	50%	44%	53%	53%	45%	43%	57%	53%	46%	13	4	30%	40%	53%	28%	52%	52%	48%	57%	41%	47%	56%	38%	48%	53%			
Neither agree nor disagree	Count	52	19	10	16	7	-	1	4	18	17	12	1	22	29	25	27	20	10	13	4	2	3	4	19	29	10	30	12	9	7	4	42	6	5	38	9			
	%	21%	25%	15%	25%	16%	-	13%	13%	23%	20%	25%	13%	20%	22%	18%	24%	27%	17%	19%	15%	15%	30%	22%	28%	18%	34%	28%	11%	26%	29%	8%	24%	27%	8%	36%	26%	10%		
Somewhat disagree	Count	17	7	3	4	3	-	2	5	4	4	2	2	9	6	9	8	3	4	4	3	2	1	3	6	8	6	5	6	9	2	13	2	13	2	1	14	2		
	%	7%	9%	5%	6%	7%	-	25%	17%	5%	5%	4%	25%	8%	5%	7%	7%	4%	7%	6%	12%	15%	10%	17%	9%	5%	21%	6%	4%	18%	7%	12%	8%	3%	7%	10%	2%			
Strongly disagree	Count	2	1	-	-	-	-	-	1	1	-	1	-	1	1	1	1	-	-	-	1	-	-	-	-	2	1	-	1	-	1	-	1	-	-	2	-	-		
	%	1%	1%	-	-	2%	-	-	1%	1%	-	1%	-	1%	1%	1%	1%	-	-	-	4%	-	10%	-	-	1%	3%	1%	-	3%	-	1%	6%	1%	-	1%	-			
Don't know	Count	2	1	-	-	1	-	-	-	-	1	1	-	-	2	1	1	2	-	-	-	-	-	-	2	-	-	1	1	-	2	-	1	1	-	1	1	1		
	%	1%	1%	-	-	2%	-	-	-	-	1%	2%	-	-	2%	1%	1%	3%	-	-	-	-	-	-	3%	-	-	1%	1%	-	2%	-	-	1%	1%	-	1%	1%		



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q12 Thinking about the pharmaceutical industry, to what extent do you agree or disagree with each of the following statements? - The pharmaceutical industry is insufficiently open and transparent about clinical trial results																																							
Base: All																																							
		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.						Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI						
			GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89	
	%	100	45	26	26	27	1	2	16	42	40	25	2	58	65	81 (B)	44	40	32	34	10	4	5	8	31	86	22 (B C)	48	55	23	59	43	12	76	37	7	81	37	
Agree	%	50%	58%	40%	41%	63%	50%	25%	53%	53%	47%	52%	25%	53%	49%	59%	39%	53%	55%	50%	38%	31%	50%	44%	46%	52%	76%	44%	49%	68%	47%	47%	71%	49%	47%	50%	55%	42%	
Neither	Count	59	15	23	14	7	-	2	9	13	24	11	2	22	35	31	28	17	10	19	8	4	1	3	19	37	2	30	27	5	32	22	15	2	42	15	2	38	18
	%	24%	19%	35%	22%	16%	-	25%	30%	16%	28%	23%	25%	20%	26%	22%	25%	23%	17%	28%	31%	10%	17%	28%	22%	7%	28%	24%	15%	26%	24%	12%	27%	19%	14%	27%	19%	20%	
Disagree	Count	62	16	15	21	9	1	3	5	23	20	11	3	28	31	26	36 (A)	18	14	15	7	5	3	5	16	41	5	26	31	5	31	26	3	33	26	5	25	32 (B)	
	%	25%	21%	23%	33%	21%	50%	38%	17%	29%	24%	23%	38%	26%	23%	19%	32%	24%	24%	22%	27%	38%	30%	28%	24%	25%	17%	24%	27%	15%	25%	29%	18%	21%	33%	36%	17%	36%	
Don't know	Count	4	1	1	2	-	-	1	-	1	1	1	1	2	-	4	-	2	-	1	-	1	2	1	1	-	4	-	1	3	-	3	1	2	-	2	2		
	%	2%	1%	2%	3%	-	-	13%	-	1%	1%	2%	13%	1%	2%	-	4%	-	3%	-	4%	-	10%	11%	1%	1%	-	4%	-	3%	2%	-	-	2%	1%	-	1%	2%	

Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q12 Thinking about the pharmaceutical industry, to what extent do you agree or disagree with each of the following statements? - The pharmaceutical industry is insufficiently open and transparent about clinical trial results

Base: All

		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89	
	Mean	3	3	3	3	2	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	2	3	3	2	3	3	2	3	3	3	3	3	
	Median	3	2	3	3	2	4	3	2	4	2	3	2	4	2	3	2	3	2	3	3	2	3	3	3	2	3	3	2	3	3	2	3	3	2	3	3	3	
Strongly agree	Count	31	11	7	5	7	1	2	3	9	9	8	2	12	17	22	9	11	7	7	4	2	-	2	6	23	8 (C)	14	9	11 (B C)	14	6	5	19	7	3	21	7	
	%	12%	14%	11%	8%	16%	50%	25%	10%	11%	11%	17%	25%	11%	13%	16%	8%	15%	12%	10%	15%	15%	-	11%	9%	14%	28%	13%	8%	32%	11%	7%	29%	12%	9%	21%	14%	8%	
Somewhat agree	Count	94	34	19	21	20	-	-	13	33	31	17	-	46	48	59	35	29	25	27	6	2	5	6	25	63	14	34	46	12	45	37	7	57	30	4	60	30	
	%	38%	44%	29%	33%	47%	-	-	43%	42%	36%	36%	-	42%	36%	43%	31%	39%	43%	40%	23%	15%	4	33%	31%	37%	38%	48%	31%	41%	35%	36%	41%	41%	37%	38%	29%	41%	34%
Neither agree nor disagree	Count	59	29	22	14	7	-	2	9	13	24	11	2	22	35	31	28	17	10	19	8	4	1	3	19	37	2	30	27	5	32	22	15	42	15	2	38	18	
	%	24%	19%	35%	22%	16%	-	25%	30%	16%	28%	23%	25%	20%	26%	22%	25%	23%	17%	28%	31%	10%	17%	28%	22%	7%	28%	24%	7%	28%	15%	26%	24%	12%	27%	19%	14%	27%	20%
Somewhat disagree	Count	52	15	13	18	6	-	2	5	18	17	10	2	23	27	21	31 (A)	15	12	13	6	4	2	4	14	34	4	23	25	4	28	20	2	29	21	3	22	27 (B)	
	%	21%	19%	20%	29%	14%	-	25%	17%	23%	20%	21%	25%	21%	20%	15%	28%	20%	21%	19%	23%	31%	20%	22%	28%	21%	14%	21%	22%	12%	22%	19%	27%	21%	15%	30%			
Strongly disagree	Count	10	1	2	3	3	1 (A B)	1	-	5	3	1	1	5	4	5	5	3	2	1	1	1	1	1	1	7	1	3	6	1	3	6	1	4	2 (B)	3	5	3	5
	%	4%	1%	3%	5%	7%	50%	13%	-	6%	4%	2%	13%	5%	3%	4%	4%	4%	3%	3%	4%	4%	10%	6%	3%	4%	3%	5%	3%	2%	7%	6%	3%	6%	14%	2%	6%		
Don't know	Count	4	1	1	2	-	-	1	-	1	1	1	1 (B)	1	2	-	4	-	2	-	1	-	1	2 (C)	1	1	-	4	-	1	3	-	-	3	1	-	2	2	2
	%	2%	1%	2%	3%	-	-	13%	-	1%	1%	2%	13%	1%	2%	-	4%	-	3%	-	4%	-	10%	11%	1%	1%	-	4%	-	3%	2%	-	-	2%	1%	-	1%	2%	



Q12 Thinking about the pharmaceutical industry, to what extent do you agree or disagree with each of the following statements? - Summary tables

	Total	Q12 Thinking about the pharmaceutical industry, to what extent do you agree or disagree with each of the following statements?						Nets					Mean
		Don't know	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree	Don't know (1)	Disagree (2-3)	Agree (5-6)			
										Neither (4)	Agree (5-6)		
Products produced by the pharmaceutical industry are fairly priced when you consider the value they bring to patients	250	5	28	101	54	52	10	5	129	54	62	3	
100%	2%	11%	40%	22%	21%	4%	2%	52%	22%	25%			
Pharmaceutical companies are open and transparent about their business practices	250	3	29	92	68	47	11	3	121	68	58	3	
100%	1%	12%	37%	27%	19%	4%	1%	48%	27%	23%			
Pharmaceutical companies do not re-invest enough of their profits into the research and development of new and	250	13	9	49	64	95	20	13	58	64	115	3	
100%	5%	4%	20%	26%	38%	8%	5%	23%	26%	46%			
The pharmaceutical industry is insufficiently open and transparent about clinical trial results	250	4	10	52	59	94	31	4	62	59	125	3	
100%	2%	4%	21%	24%	38%	12%	2%	25%	24%	50%			
I am confident that UK-based clinical trials run by the pharmaceutical industry are safe	250	2	2	17	52	123	54	2	19	52	177	2	
100%	1%	1%	7%	21%	49%	22%	1%	8%	21%	71%			
Pharmaceutical companies charge too much for their products	250	1	4	16	36	129	64	1	20	36	193	2	
100%	0%	2%	6%	14%	52%	26%	0%	8%	14%	77%			

Reputation of the Pharmaceutical Industry Among Healthcare Professionals



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q13 How favourable or unfavourable are your impressions of each of the following organisations? - Association of British Healthcare Industries (ABHI)

Base: All

		S1 Please select your role:											D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
		Hospital/Secondary Care Doctor					Nurse	Pharmacist	Other											Male	Female			Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(AA)	(AB)	(AC)	(AD)	(AE)	(AF)	(AG)	(AH)	(AI)	(AJ)	(AK)	(AL)	(AM)	(AN)	(AO)	(AP)	(AQ)	(AR)	(AS)	(AT)	(AU)	(AV)	(AW)	(AX)	(AY)	(AZ)	(BA)	(BB)	(BC)	(BD)	(BE)	(BF)	(BG)	(BH)	(BI)	(BJ)	(BK)	(BL)	(BM)	(BN)	(BO)	(BP)	(BQ)	(BR)	(BS)	(BT)	(BU)	(BV)	(BW)	(BX)	(BY)	(BZ)	(CA)	(CB)	(CC)	(CD)	(CE)	(CF)	(CG)	(CH)	(CI)	(CJ)	(CK)	(CL)	(CM)	(CN)	(CO)	(CP)	(CQ)	(CR)	(CS)	(CT)	(CU)	(CV)	(CW)	(CX)	(CY)	(CZ)	(DA)	(DB)	(DC)	(DD)	(DE)	(DF)	(DG)	(DH)	(DI)	(DJ)	(DK)	(DL)	(DM)	(DN)	(DO)	(DP)	(DQ)	(DR)	(DS)	(DT)	(DU)	(DV)	(DW)	(DX)	(DY)	(DZ)	(EA)	(EB)	(EC)	(ED)	(EE)	(EF)	(EG)	(EH)	(EI)	(EJ)	(EK)	(EL)	(EM)	(EN)	(EO)	(EP)	(EQ)	(ER)	(ES)	(ET)	(EU)	(EV)	(EW)	(EX)	(EY)	(EZ)	(FA)	(FB)	(FC)	(FD)	(FE)	(FF)	(FG)	(FH)	(FI)	(FJ)	(FK)	(FL)	(FM)	(FN)	(FO)	(FP)	(FQ)	(FR)	(FS)	(FT)	(FU)	(FV)	(FW)	(FX)	(FY)	(FZ)	(GA)	(GB)	(GC)	(GD)	(GE)	(GF)	(GG)	(GH)	(GI)	(GJ)	(GK)	(GL)	(GM)	(GN)	(GO)	(GP)	(GQ)	(GR)	(GS)	(GT)	(GU)	(GV)	(GW)	(GX)	(GY)	(GZ)	(HA)	(HB)	(HC)	(HD)	(HE)	(HF)	(HG)	(HH)	(HI)	(HJ)	(HK)	(HL)	(HM)	(HN)	(HO)	(HP)	(HQ)	(HR)	(HS)	(HT)	(HU)	(HV)	(HW)	(HX)	(HY)	(HZ)	(IA)	(IB)	(IC)	(ID)	(IE)	(IF)	(IG)	(IH)	(II)	(IJ)	(IK)	(IL)	(IM)	(IN)	(IO)	(IP)	(IQ)	(IR)	(IS)	(IT)	(IU)	(IV)	(IW)	(IX)	(IY)	(IZ)	(JA)	(JB)	(JC)	(JD)	(JE)	(JF)	(JG)	(JH)	(JI)	(JJ)	(JK)	(JL)	(JM)	(JN)	(JO)	(JP)	(JQ)	(JR)	(JS)	(JT)	(JU)	(JV)	(JW)	(JX)	(JY)	(JZ)	(KA)	(KB)	(KC)	(KD)	(KE)	(KF)	(KG)	(KH)	(KI)	(KJ)	(KK)	(KL)	(KM)	(KN)	(KO)	(KP)	(KQ)	(KR)	(KS)	(KT)	(KU)	(KV)	(KW)	(KX)	(KY)	(KZ)	(LA)	(LB)	(LC)	(LD)	(LE)	(LF)	(LG)	(LH)	(LI)	(LJ)	(LK)	(LL)	(LM)	(LN)	(LO)	(LP)	(LQ)	(LR)	(LS)	(LT)	(LU)	(LV)	(LW)	(LX)	(LY)	(LZ)	(MA)	(MB)	(MC)	(MD)	(ME)	(MF)	(MG)	(MH)	(MI)	(MJ)	(MK)	(ML)	(MN)	(MO)	(MP)	(MQ)	(MR)	(MS)	(MT)	(MU)	(MV)	(MW)	(MX)	(MY)	(MZ)	(NA)	(NB)	(NC)	(ND)	(NE)	(NF)	(NG)	(NH)	(NI)	(NJ)	(NK)	(NL)	(NM)	(NN)	(NO)	(NP)	(NQ)	(NR)	(NS)	(NT)	(NU)	(NV)	(NW)	(NX)	(NY)	(NZ)	(OA)	(OB)	(OC)	(OD)	(OE)	(OF)	(OG)	(OH)	(OI)	(OJ)	(OK)	(OL)	(OM)	(ON)	(OO)	(OP)	(OQ)	(OR)	(OS)	(OT)	(OU)	(OV)	(OW)	(OX)	(OY)	(OZ)	(PA)	(PB)	(PC)	(PD)	(PE)	(PF)	(PG)	(PH)	(PI)	(PJ)	(PK)	(PL)	(PM)	(PN)	(PO)	(PP)	(PQ)	(PR)	(PS)	(PT)	(PU)	(PV)	(PW)	(PX)	(PY)	(PZ)	(QA)	(QB)	(QC)	(QD)	(QE)	(QF)	(QG)	(QH)	(QI)	(QJ)	(QK)	(QL)	(QM)	(QN)	(QO)	(QP)	(QQ)	(QR)	(QS)	(QT)	(QU)	(QV)	(QW)	(QX)	(QY)	(QZ)	(RA)	(RB)	(RC)	(RD)	(RE)	(RF)	(RG)	(RH)	(RI)	(RJ)	(RK)	(RL)	(RM)	(RN)	(RO)	(RP)	(RQ)	(RR)	(RS)	(RT)	(RU)	(RV)	(RW)	(RX)	(RY)	(RZ)	(SA)	(SB)	(SC)	(SD)	(SE)	(SF)	(SG)	(SH)	(SI)	(SJ)	(SK)	(SL)	(SM)	(SN)	(SO)	(SP)	(SQ)	(SR)	(SS)	(ST)	(SU)	(SV)	(SW)	(SX)	(SY)	(SZ)	(TA)	(TB)	(TC)	(TD)	(TE)	(TF)	(TG)	(TH)	(TI)	(TJ)	(TK)	(TL)	(TM)	(TN)	(TO)	(TP)	(TQ)	(TR)	(TS)	(TT)	(TU)	(TV)	(TW)	(TX)	(TY)	(TZ)	(UA)	(UB)	(UC)	(UD)	(UE)	(UF)	(UG)	(UH)	(UI)	(UJ)	(UK)	(UL)	(UM)	(UN)	(UO)	(UP)	(UQ)	(UR)	(US)	(UT)	(UU)	(UV)	(UW)	(UX)	(UY)	(UZ)	(VA)	(VB)	(VC)	(VD)	(VE)	(VF)	(VG)	(VH)	(VI)	(VJ)	(VK)	(VL)	(VM)	(VN)	(VO)	(VP)	(VQ)	(VR)	(VS)	(VT)	(VU)	(VV)	(VW)	(VX)	(VY)	(VZ)	(WA)	(WB)	(WC)	(WD)	(WE)	(WF)	(WG)	(WH)	(WI)	(WJ)	(WK)	(WL)	(WM)	(WN)	(WO)	(WP)	(WQ)	(WR)	(WS)	(WT)	(WU)	(WV)	(WW)	(WX)	(WY)	(WZ)	(XA)	(XB)	(XC)	(XD)	(XE)	(XF)	(XG)	(XH)	(XI)	(XJ)	(XK)	(XL)	(XM)	(XN)	(XO)	(XP)	(XQ)	(XR)	(XS)	(XT)	(XU)	(XV)	(XW)	(XX)	(XY)	(XZ)	(YA)	(YB)	(YC)	(YD)	(YE)	(YF)	(YG)	(YH)	(YI)	(YJ)	(YK)	(YL)	(YM)	(YN)	(YO)	(YP)	(YQ)	(YR)	(YS)	(YT)	(YU)	(YV)	(YW)	(YX)	(YY)	(YZ)	(ZA)	(ZB)	(ZC)	(ZD)	(ZE)	(ZF)	(ZG)	(ZH)	(ZI)	(ZJ)	(ZK)	(ZL)	(ZM)	(ZN)	(ZO)	(ZP)	(ZQ)	(ZR)	(ZS)	(ZT)	(ZU)	(ZV)	(ZW)	(ZX)
Count	Total	77	65	63	43	2	8	30	79	85	48	55+	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
Total	Count	250	77	65	63	43	2	8	30	79	85	48	55+	109	133	138	112	75 <td>58</td> <td>68</td> <td>26</td> <td>13</td> <td>10</td> <td>18</td> <td>67</td> <td>165</td> <td>29</td> <td>108</td> <td>113</td> <td>34</td> <td>125</td> <td>91</td> <td>17</td> <td>154</td> <td>79</td> <td>14</td> <td>147</td> <td>89</td>	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
Unfavourable	Count	14	6	4	1	2	1	3	4	6	3	1	1	9	4	10	4	5	2	4	2	1	-	3	4	7	3	1	10	3	5	6	7	6	1	4	8	2																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
	%	6%	8%	6%	2%	5%	50%	13%	10%	8%	4%	2%	13%	8%	3%	7%	4%	7%	3%	6%	8%	8%	-	17%	6%	4%	10%	1%	9%	9%	4%	7%	41%	4%	1%	22%	5%	2%																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
Neither	Count	179	59	47	47	26	-	5	19	54	70	31	5	73	101	99	80	51	41	46	22	12	7	13	53	113	25	99	55	27	109	43	9	139	31	10	131	38																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
	%	72%	77%	72%	75%	60%	-	63%	63%	68%	82%	65%	63%	67%	76%	72%	71%	68%	71%	68%	85%	92%	70%	72%	79%	68%	86%	92%	49%	79%	87%	90%	80%	39%	71%	89%	43%																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
Favourable	Count	57	12	14	15	15	1	2	8	19	12	16	2	27	28	29	14	15	18	2	-	3	2	10	45	1	8	48	4	11	42	1	9	47	-	8	49	-																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
	%	23%	16%	22%	24%	36%	50%	25%	27%	24%	14%	33%	25%	25%	21%	21%	25%	25%	26%	26%	8%	-	30%	11%	15%	27%	3%	7%	42%	12%	9%	46%	6%	6%	59%	-	5%	55%																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q13 How favourable or unfavourable are your impressions of each of the following organisations? - Association of British Healthcare Industries (ABHI)

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI				
		GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy			
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)		
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89		
	Mean	7	6	6	7	7	7	6	6	7	6	7	6	6	7	6	6	6	6	6	6	6	6	6	6	6	6	6	7	5	6	8	5	6	8	5	6	8	8	
	Median	6	6	6	6	6	8	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	7	5	6	8	5	6	8	5	6	8	8	
Very unfavourable 0	Count	3	2	-	-	1	-	-	2	1	-	-	-	2	1	3	-	-	-	-	-	-	-	1	1	1	1	-	2	-	2	1	-	3	-	-	3	-	-	
	%	1%	3%	-	-	2%	-	-	7%	1%	-	-	-	3%	-	1%	1%	4%	-	-	-	-	-	6%	1%	1%	3%	-	2%	-	2%	1%	12%	1%	-	-	-	2%	-	-
1	Count	1	1	-	-	-	-	-	-	1	-	-	-	1	-	1	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	1	-	-	
	%	0%	1%	-	-	-	-	-	-	1%	-	-	-	1%	-	1%	-	1%	-	-	-	-	-	-	-	1%	-	-	-	1%	-	-	-	1%	-	-	1%	-	-	
2	Count	4	-	3	-	-	-	1	-	2	1	-	1	3	1	3	1	1	1	1	1	1	-	-	1	3	-	-	4	1	2	3	1	-	-	2	1	1	1	
	%	2%	-	5%	-	-	2%	13%	-	3%	1%	-	13%	2%	1%	2%	2%	1%	2%	1%	4%	8%	-	-	1%	2%	-	-	4%	3%	1%	2%	18%	1%	-	14%	1%	1%		
3	Count	6	3	1	1	-	-	1	2	2	1	-	3	3	4	2	1	3	1	3	1	-	-	2	2	2	2	2	1	3	2	3	2	3	1	-	2	3	1	
	%	2%	4%	2%	2%	-	-	50%	-	3%	3%	2%	2%	3%	2%	3%	2%	1%	2%	4%	4%	-	-	11%	3%	1%	1%	3%	1%	3%	12%	2%	1%	14%	2%	1%	14%	2%	1%	
4	Count	17	4	6	3	4	-	3	1	8	5	-	3	5	10	7	5	7	4	1	4	1	2	5	12	2	10	5	12	4	13	1	12	4	13	1	2	1		
	%	7%	5%	9%	5%	9%	-	38%	3%	10%	7%	6%	-	38%	8%	4%	7%	6%	1%	3%	10%	15%	8%	20%	7%	7%	7%	9%	4%	3%	10%	4%	18%	8%	1%	14%	10%	1%		
Neither favourable nor unfavourable 5	Count	135	47	37	34	17	-	2	13	39	55	28	2	52	81	74	61	41	31	34	15	10	4	13	41	81	21	76	38	24	83	28	6	108	21	7	101	27		
	%	54%	61%	57%	54%	40%	-	25%	43%	49%	65%	54%	25%	48%	61%	54%	54%	55%	53%	50%	58%	77%	40%	72%	61%	49%	72%	70%	34%	71%	66%	31%	35%	70%	27%	50%	69%	30%		
6	Count	27	8	4	10	5	-	5	7	10	5	-	12	15	15	12	9	9	5	3	1	5	20	7	20	2	13	12	2	14	11	9	16	10	16	10	16	10		
	%	11%	10%	6%	16%	12%	-	17%	9%	12%	10%	-	11%	11%	11%	11%	12%	14%	7%	12%	8%	10%	-	10%	12%	7%	12%	11%	6%	11%	12%	-	12%	11%	7%	11%	11%			
7	Count	20	1	8	4	7	-	2	5	5	4	4	2	10	8	7	13	4	4	9	2	-	1	1	4	15	1	4	15	2	3	15	1	5	14	-	4	16		
	%	8%	1%	12%	6%	16%	-	25%	17%	6%	5%	8%	25%	9%	6%	6%	12%	5%	7%	13%	8%	-	10%	6%	12%	9%	3%	4%	13%	6%	2%	16%	3%	-	3%	18%	-	3%		
8	Count	24	9	5	5	5	-	3	8	4	9	-	11	13	18	9	6	9	10	4	-	-	1	4	19	-	3	21	1	5	18	-	4	20	-	3	21	-	3	
	%	10%	12%	8%	8%	12%	-	-	10%	10%	5%	19%	-	10%	13%	5%	12%	17%	6%	-	-	-	10%	6%	6%	12%	-	3%	19%	3%	4%	20%	-	3%	25%	-	2%	24%	-	2%
9	Count	8	1	1	4	2	-	-	2	3	3	-	2	6	3	5	4	1	3	-	-	-	-	-	-	8	-	1	7	1	2	5	-	-	-	1	7	-	-	
	%	3%	1%	2%	6%	5%	-	-	3%	4%	6%	-	2%	5%	2%	4%	5%	2%	4%	-	-	-	-	-	5%	-	1%	6%	3%	5%	2%	5%	-	-	10%	-	-	8%	-	-
Very favourable 10	Count	5	1	1	-	2	1	-	4	-	1	-	-	4	1	1	4	2	2	-	-	-	1	-	3	-	5	-	1	4	-	5	-	-	5	-	-	5	-	-
	%	2%	1%	-	-	3%	2%	50%	-	-	5%	1%	-	-	4%	1%	1%	4%	3%	-	-	-	10%	-	3%	2%	-	-	4%	-	1%	4%	-	-	6%	-	-	6%	-	6%

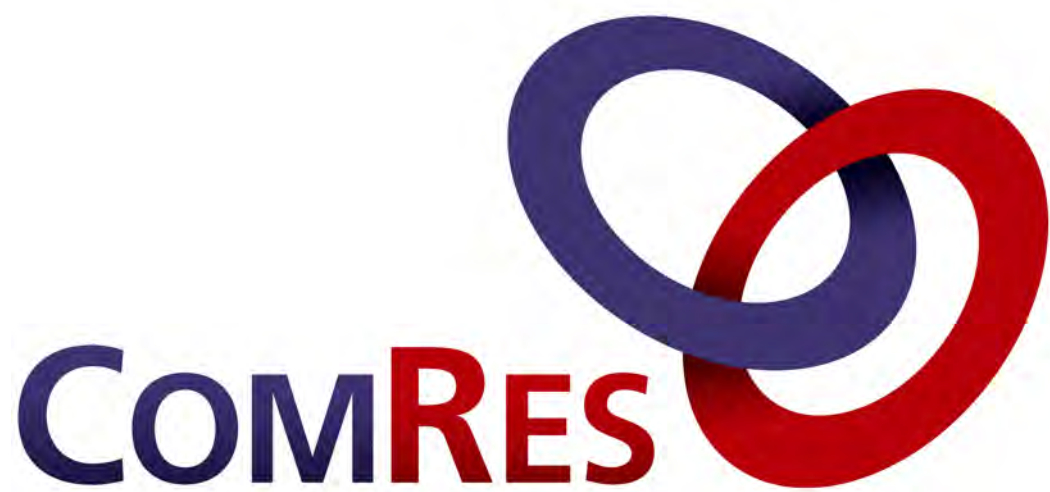


Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q13 How favourable or unfavourable are your impressions of each of the following organisations? - General Medical Council (GMC)

Base: All

		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy								
		Total	(A)	(B)	(C)	(D)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)								
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	2	17	154	79	14	147	89						
Unfavourable	Count	41	23 (C D)	11	3	3	1	2	5	16	12	6	2	21	18	32 (B)	9	12	9	11	5	1	3	4	12	25	5	23	13	3	25	13	6 (C)	32 (C)	3	3 (C)	35 (C)	3							
	%	16%	30%	17%	5%	7%	50%	25%	17%	20%	14%	13%	25%	19%	14%	23%	8%	16%	16%	16%	19%	8%	30%	22%	15%	17%	21%	12%	9%	20%	14%	35%	21%	4%	21%	24%	3%								
Neither	Count	108	37	28	25	18	-	1	12	35	37	23	1	47	60	59	49	31	26	27	11	9	4	8	31	69	15	57 (C)	36	20 (C)	62 (C)	26	8	64 (C)	16	6	82 (C)	20							
	%	43%	48%	43%	40%	42%	-	13%	40%	44%	44%	48%	13%	43%	45%	43%	44%	41%	45%	40%	42%	69%	40%	44%	46%	42%	52%	53%	29%	59%	50%	29%	47%	55%	20%	43%	56%	22%							
Favourable	Count	101	17	26	35 (A)	22 (A)	1	5	13	28	36	19	5	41	55	47	54 (A)	32	23	30	10	3	3	6	24	71	9	28	64 (A B)	11	38	52 (A B)	3	38	60 (A B)	5	30	66 (A B)							
	%	40%	22%	40%	56%	51%	50%	63%	43%	35%	42%	40%	63%	38%	41%	34%	48%	43%	40%	44%	38%	23%	30%	33%	36%	43%	31%	26%	57%	32%	30%	57%	18%	25%	76%	36%	20%	74%							



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q13 How favourable or unfavourable are your impressions of each of the following organisations? - General Medical Council (GMC)

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI				
		GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy			
Total	Count	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)			
Total	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89			
	Mean	7	6	7	8	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	6	6	7	6	7	6	7	6	7	6	7	9	6	6	8				
	Median	7	6	7	8	7	8	7	8	7	8	7	8	7	7	7	7	7	7	7	6	6	7	6	7	6	6	7	6	8	5	6	9	6	9	7				
	Count	11	5	4	1	1	-	1	3	5	2	-	1	8	2	7	4	4	2	4	1	-	-	3 (C)	4	5	3	5	4	6	4	3	18	5	-	14	6	-		
	%	4%	6%	6%	2%	2%	-	13%	10%	6%	2%	-	13%	7%	2%	5%	4%	5%	3%	6%	4%	-	-	17%	4%	3%	14%	2%	4%	3%	5%	4%	18%	5%	-	14%	6%	-		
Very unfavourable 0	Count	9	6	1	-	1	1 (B D)	-	1	2	3	3	-	3	6	7	2	3	1	4	-	-	1	1	4	4	1	7	1	6	2	-	9	-	1	8	-			
	%	4%	8%	2%	-	2%	50%	-	3%	3%	4%	6%	-	3%	5%	5%	2%	4%	2%	6%	-	-	10%	6%	4%	2%	3%	6%	1%	3%	5%	2%	-	6%	-	7%	5%	-		
	Count	10	7	1	1	1	-	1	-	4	3	2	-	4	5	1	2	1	2	3	1	1	-	2	6	1	7	3	-	8	2	7	1	-	8	2	-			
	%	4%	9%	2%	2%	2%	-	13%	-	5%	4%	4%	13%	4%	4%	7%	1%	3%	2%	3%	12%	8%	10%	-	3%	5%	-	6%	3%	-	6%	2%	12%	5%	1%	-	5%	2%		
	Count	11	5	5	1	-	-	-	1	5	4	1	-	6	5	9	2	3	5	1	1	-	1	-	3	8	-	7	4	1	5	5	1	8	2	-	10 (C)	1		
Neither favourable nor unfavourable 5	%	4%	6%	8%	2%	-	-	3%	6%	5%	2%	-	4%	4%	7%	2%	4%	9%	1%	4%	-	10%	-	4%	5%	-	6%	4%	3%	4%	5%	6%	5%	3%	-	7%	1%	-		
	Count	28	13	7	3	5	-	-	13	11	6	10	-	14	17	22 (B)	6	8	4	7	2	4	3	2	6	20	4	3	16	9	6	15	7	3	21	4	3	18	7	
	%	11%	17%	11%	5%	12%	-	-	3%	13%	16%	6%	-	10%	13%	16%	5%	11%	7%	10%	8%	31%	30%	11%	9%	12%	10%	15%	8%	18%	12%	8%	18%	14%	5%	21%	12%	8%		
	Count	40	10	11	13	6	-	1	5	13	14	7	1	18	21	15	25 (A)	12	7	14	4	2	1	3	17 (C)	20	10 (C)	20	10	11 (C)	24 (C)	5	3	33 (C)	4	3	33 (C)	4		
	%	16%	13%	17%	21%	14%	-	13%	17%	16%	16%	15%	13%	17%	16%	11%	22%	16%	12%	15%	3	15%	10%	17%	25%	12%	34%	19%	9%	32%	19%	5%	18%	21%	5%	21%	22%	4%		
6	Count	40	14	10	9	7	-	-	6	12	9	13	-	18	22	18	11	15	6	5	3	29	3	8	29	2	21	17	3	23	14	2	30	8	-	31 (C)	9			
	%	16%	18%	15%	14%	16%	-	-	20%	15%	11%	27%	-	17%	17%	16%	15%	26%	9%	19%	23%	-	17%	12%	18%	7%	19%	15%	9%	18%	15%	12%	19%	10%	-	21%	10%			
	Count	27	8	6	7	6	-	2	7	5	9	4	2	12	13	14	13	8	9	5	5	-	-	3	8	16	6 (B)	5	16 (B)	5	12	10	1	15	11	2	11	14		
	%	11%	10%	9%	11%	14%	-	25%	23%	6%	11%	8%	25%	11%	10%	12%	11%	16%	7%	19%	-	-	17%	12%	10%	21%	5%	14%	15%	10%	11%	6%	10%	14%	7%	16%	16%			
	Count	35	4	11	9	11 (A)	-	2	4	11	12	6	2	15	18	20	15	9	6	14	3	2	1	7	27	2	11	22	4	10	21 (B)	2	14	19 (B)	3	10	22 (B)	10		
7	%	14%	5%	17%	14%	26%	-	25%	13%	14%	14%	13%	25%	14%	14%	13%	12%	10%	21%	12%	15%	10%	6%	10%	16%	7%	10%	19%	12%	8%	23%	12%	9%	24%	21%	7%	25%	25%		
	Count	23	2	6	12 (A)	3	-	-	1	5	10	7	-	6	17	9	14	11	6	5	1	-	-	-	6	17 (B)	-	6	17 (B)	-	10	13	-	2	21 (B)	-	4	19 (B)	1	
	%	9%	3%	9%	19%	7%	-	-	3%	6%	12%	15%	-	6%	13%	7%	13%	15%	10%	6%	1	-	-	9%	10%	-	6%	15%	-	8%	14%	-	1%	27%	-	3%	21%	1		
	Count	16	3	3	7	2	1 (A)	1	1	7	3	2	3	1	8	7	4	2	6	1	1	1	2	2	3	11	7	1	6	9	7	8	9	-	5	9	-	3	11 (B)	5
	%	6%	4%	5%	11%	5%	50%	13%	3%	9%	6%	4%	13%	7%	5%	3%	11%	5%	3%	9%	4%	8%	20%	11%	4%	7%	3%	6%	8%	6%	5%	9%	-	5%	11%	-	3%	12%		



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q13 How favourable or unfavourable are your impressions of each of the following organisations? - Royal College of Nurses (RCN)

Base: All

		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		Hospital/Secondary Care Doctor					Nurse	Pharmacist	Other						Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy								
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(AA)	(AB)	(AC)	(AD)	(AE)	(AF)	(AG)	(AH)	(AI)	(AJ)	(AK)	(AL)						
Total	Count	250	77	65	63	43	2	8	30	79	85	48	55+	Under 25	25-44	44+	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89						
Unfavourable	Count	23	8	5	7	3	-	1	5	8	7	2	1	13	9	11	11	12	6	4	7	4	1	1	3	6	14	3	9	11	2	12	9	5 (B)	18	-	2 (C)	20 (C)	1						
%	%	9%	10%	8%	11%	8%	-	13%	17%	10%	8%	4%	13%	12%	7%	8%	11%	8%	7%	10%	15%	8%	10%	17%	9%	8%	10%	8%	10%	6%	10%	12%	-	14%	14%	1%									
Neither	Count	130	46 (C)	40 (C)	22	22	-	4	17	40	48	21	4	57	69	82 (B)	48	38	30	34	13	10	5	9	40	81	16	73 (C)	41	19	76 (C)	35	8	103 (C)	19	7	97 (C)	26							
%	%	52%	60%	62%	35%	51%	-	50%	57%	51%	56%	44%	50%	52%	59%	52%	59%	43%	51%	52%	50%	35%	15%	40%	50%	60%	49%	55%	68%	56%	61%	67%	24%	67%	24%	50%	66%	29%							
Favourable	Count	97	23	20	34 (A,B)	18	2	3	8	31	30	25	3	39	55	45	40	39	24	25	33	70	21	9	27 (B)	70	10	26	61 (B)	13	37	47 (B)	4	33	60 (A,B)	5	30	62 (A,B)							
%	%	39%	30%	31%	54%	42%	100%	38%	27%	39%	35%	52%	38%	42%	36%	41%	33%	46%	41%	41%	40%	35%	15%	40%	33%	31%	42%	34%	24%	54%	38%	30%	52%	24%	21%	76%	38%	20%	70%						



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q13 How favourable or unfavourable are your impressions of each of the following organisations? - Royal College of Nurses (RCN)

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI			
		GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy		
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)		
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89	
	Mean	7	6	7	8	7	7	6	7	7	7	8	7	7	7	7	7	7	7	7	7	6	7	6	7	7	6	8	7	7	7	5	6	9	7	6	8		
	Median	7	6	7	8	7	10	6	7	7	7	7	7	7	7	7	7	7	7	7	6	7	6	7	7	6	8	7	7	7	6	9	7	6	8				
Very unfavourable 0	Count	7	3	-	3	1	-	-	3	1	3	-	-	4	3	3	4	4	1	-	1	-	1	2	4	1	5	-	3	4	3	3	4	-	1	6	-		
	%	3%	4%	-	5%	2%	-	-	10%	1%	4%	-	-	4%	2%	2%	4%	5%	2%	-	4%	-	10%	6%	3%	2%	3%	1%	4%	-	2%	4%	18%	3%	-	7%	4%	-	
	1	Count	5	2	1	1	1	-	1	1	2	1	-	1	3	1	3	2	2	-	1	2	-	-	1	-	4	-	3	2	-	3	2	2	2	3	1	3	1
2	%	2%	3%	2%	2%	2%	-	13%	3%	3%	1%	-	13%	3%	1%	2%	2%	3%	-	1%	8%	-	-	6%	-	2%	-	3%	2%	-	2%	12%	2%	-	7%	2%	1%		
	Count	6	3	1	1	1	-	-	-	3	2	1	-	3	3	4	2	-	1	5	-	-	-	1	2	3	1	2	3	1	6	-	6	-	6	-			
	%	2%	4%	2%	2%	2%	-	-	-	4%	2%	2%	-	3%	2%	3%	2%	-	2%	7%	-	-	-	6%	3%	2%	7%	3%	1%	6%	2%	1%	-	4%	-	-	4%	-	
3	Count	5	-	3	2	-	-	-	1	2	1	1	-	3	2	1	4	2	-	1	1	-	1	-	-	2	-	3	-	3	2	-	5	-	-	5	-		
	%	2%	-	5%	3%	-	-	-	1	3%	1%	2%	-	1%	4%	3%	2%	-	3%	1%	4%	-	-	4%	-	2%	-	2%	-	3%	-	2%	-	3%	-	-	3%	-	
	Count	22	9	5	3	2	-	2	1	4	10	5	2	5	15	10	12	7	5	2	5	2	1	2	8	12	3	14	5	4	14	4	3	16	3	15	4		
Neither favourable nor unfavourable 5	%	9%	16%	8%	7%	5%	5%	-	25%	3%	5%	12%	10%	25%	5%	11%	7%	11%	9%	9%	7%	8%	15%	10%	11%	12%	7%	10%	13%	4%	12%	11%	4%	18%	10%	4%	21%	10%	4%
	Count	69	27	21	8	13	-	2	6	27	25	9	2	33	34	46	23	24	15	18	5	6	1	3	22	44	8	42	19	10	40	19	3	56	10	2	54	13	
	%	28%	35%	32%	13%	30%	-	25%	20%	34%	29%	19%	25%	30%	26%	33%	21%	32%	26%	26%	19%	46%	10%	17%	21%	33%	27%	28%	39%	17%	29%	32%	18%	36%	13%	14%	37%	15%	
6	Count	39	7	14	11	7	-	-	10	9	13	7	-	19	20	26	13	7	10	11	6	2	3	4	10	25	5	17	17	5	22	12	2	31	6	2	28	9	
	%	16%	9%	22%	17%	16%	-	-	33%	11%	15%	15%	-	17%	15%	19%	12%	9%	17%	16%	23%	15%	30%	22%	15%	17%	16%	15%	15%	18%	13%	12%	20%	8%	14%	19%	10%		
	Count	31	10	9	6	5	1	-	4	11	9	7	-	15	16	19	12	12	10	5	2	-	2	2	9	20	4	13	14	5	13	13	1	16	14	1	14	16	
7	%	12%	13%	14%	10%	12%	50%	-	13%	14%	11%	15%	-	14%	12%	14%	11%	16%	7%	8%	-	20%	11%	13%	12%	14%	12%	15%	13%	10%	14%	6%	10%	18%	7%	10%			
	Count	29	6	10	7	-	-	2	2	7	8	10	2	9	18	14	15	7	10	4	1	23	4	2	4	23	4	5	20	13	12	-	12	17	17	2	9	18	
	%	12%	8%	9%	16%	16%	-	25%	7%	9%	9%	21%	25%	8%	14%	10%	13%	9%	12%	15%	8%	-	11%	6%	14%	14%	5%	18%	12%	10%	13%	-	8%	22%	14%	6%	20%		
9	Count	19	5	4	7	3	-	1	2	4	7	5	1	6	12	6	13	5	6	1	-	1	2	4	13	1	4	14	1	6	12	2	16	1	2	16	18		
	%	8%	6%	11%	7%	7%	-	13%	7%	5%	8%	10%	13%	6%	9%	4%	12%	7%	10%	6%	2	10%	6%	11%	6%	8%	3%	4%	12%	3%	5%	13%	12%	1%	20%	7%	1%	18%	
	Count	18	14	1	11	3	1	-	9	5	3	3	1	-	9	6	1	14	1	6	2	1	1	2	3	1	4	13	1	3	12	5	10	1	4	13	1	5	12
Very favourable 10	%	7%	3%	2%	17%	7%	50%	-	-	11%	6%	7%	-	8%	7%	4%	11%	9%	2%	9%	8%	8%	10%	-	6%	8%	3%	4%	12%	9%	4%	11%	6%	3%	16%	7%	3%	13%	



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q13 How favourable or unfavourable are your impressions of each of the following organisations? - Royal Society of Medicine (RSM)

Base: All

		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
		Hospital/Seco Primary Care Doctor					Nurse					Pharmacist					Other					Under 25					25-34					35-44					45-54					55+					Under 25					25-44					44+					Male					Female					South East					Midlands					North					Wales and South West					Scotland					Northern Ireland					Unfamiliar					Neither					Familiar					Unfavourable					Neither					Favourable					Untrustworthy					Neither					Trustworthy					Unfavourable					Neither					Favourable					Untrustworthy					Neither					Trustworthy																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q13 How favourable or unfavourable are your impressions of each of the following organisations? - Royal Society of Medicine (RSM)

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI			
		GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy		
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)		
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89	
	Mean	7	7	7	7	7	7	7	8	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	
	Median	7	6	7	7	7	9	9	8	7	7	7	7	7	7	7	7	7	7	7	7	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	
Very unfavourable 0	Count	3	2	-	-	1	-	-	2	-	-	1	-	3	-	2	1	3	-	2	1	-	-	1	2	-	1	1	1	-	2	1	-	1	-	2	1		
	%	1%	3%	-	-	2%	-	-	7%	-	-	2%	-	2%	1%	2%	-	3%	2%	-	-	-	-	6%	3%	-	3%	1%	1%	-	2%	1%	12%	-	1%	-	1%		
	Count	2	1	-	1	-	-	-	2	-	-	2	-	-	1	1	1	1	1	-	-	-	-	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
1	Count	3	2	-	-	1	-	-	2	-	-	1	-	3	-	2	1	3	-	2	1	-	-	1	2	-	1	1	1	-	2	1	-	1	-	2	1		
	%	1%	3%	-	-	2%	-	-	7%	-	-	2%	-	2%	1%	1%	1%	2%	-	3%	1%	-	-	1%	1%	3%	-	1%	1%	-	1%	6%	1%	-	7%	1%			
	Count	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-		
2	Count	4	3	-	-	1	-	-	3	1	-	-	-	3	1	4	-	1	-	2	-	1	-	1	-	3	-	1	3	1	2	1	1	3	-	1	3		
	%	2%	4%	-	-	2%	-	-	4%	1%	-	-	-	3%	1%	3%	-	1%	-	3%	-	8%	-	-	2%	-	1%	3%	3%	2%	1%	6%	2%	-	7%	2%			
	Count	12	5	3	3	1	-	-	2	5	5	-	-	7	5	3	1	6	-	5	3	7	5	3	7	1	5	2	9	2	11	-	11	10	5	-			
Neither favourable nor unfavourable 5	Count	91	29	18	27	16	1	2	6	31	33	19	2	37	52	47	44	22	23	25	8	7	6	7	29	55	15 (C)	50 (C)	26	18 (C)	54 (C)	19	5	73 (C)	13	5	70 (C)		
	%	36%	38%	28%	43%	37%	50%	25%	20%	39%	39%	40%	25%	34%	39%	34%	39%	23%	40%	37%	31%	54%	60%	39%	43%	33%	52%	48%	23%	53%	43%	21%	29%	47%	16%	36%	48%		
	Count	40	14	14	7	5	-	-	6	9	17	9	-	15	25	21	19	14	7	10	7	2	8	30	4	23	13	5	25	10	25	1	34 (C)	5	1	33 (C)	6		
6	Count	16	16%	18%	22%	11%	12%	-	-	20%	11%	20%	17%	-	14%	19%	15%	17%	19%	12%	15%	27%	15%	-	11%	12%	18%	14%	21%	12%	15%	11%	6%	22%	6%	7%	22%	7%	
	%	6%	16%	18%	22%	11%	12%	-	-	20%	11%	20%	17%	-	14%	19%	15%	17%	19%	12%	15%	27%	15%	-	11%	12%	18%	14%	21%	12%	15%	11%	6%	22%	6%	7%	22%	7%	
	Count	28	8	9	3	8	-	1	6	9	8	4	1	15	12	21 (B)	7	12	9	3	3	-	1	7	20	1	10	17	2	9	17 (B)	1	13	14	1	11	16 (B)		
7	Count	11	10%	10%	14%	5%	19%	-	13%	20%	11%	9%	8%	4%	13%	9%	6%	16%	10%	4%	12%	-	10%	6%	10%	12%	3%	9%	15%	6%	7%	19%	6%	8%	18%	7%	7%	18%	
	%	4%	11%	10%	14%	5%	19%	-	13%	20%	11%	9%	8%	4%	13%	9%	6%	16%	10%	4%	12%	-	10%	6%	10%	12%	3%	9%	15%	6%	7%	19%	6%	8%	18%	7%	7%	18%	
	Count	37	10	11	10	6	-	2	2	14	9	10	2	16	19	22	15	6	10	12	5	2	7	28	3	10	24 (B)	2	13	22 (B)	1	12	24 (B)	1	9	27 (B)			
8	Count	15	13%	13%	17%	16%	14%	-	25%	7%	18%	11%	21%	25%	15%	14%	16%	13%	8%	17%	18%	19%	15%	20%	11%	10%	17%	10%	9%	21%	6%	10%	24%	6%	8%	30%	7%	6%	30%
	%	6%	5%	8%	11%	7%	-	13%	10%	5%	8%	8%	13%	6%	8%	6%	10%	12%	7%	6%	-	-	6%	4%	9%	3%	4%	12%	4%	3%	6%	12%	18%	1%	19%	14%	3%	15%	
	Count	13	1	5	5	1	1 (A D)	1	4	3	4	3	2	1	7	5	3	10 (A)	5	6	1	1	1	1	7	5	2	3	8	3	7	4	7	4	9 (B)				
Very favourable 10	Count	5	1%	1%	8%	8%	2%	50%	13%	10%	5%	4%	4%	13%	6%	4%	2%	9%	7%	-	9%	-	8%	10%	6%	10%	3%	7%	3%	7%	9%	3%	2%	7%	-	4%	3%	10%	
	%	2%	1%	1%	8%	8%	2%	50%	13%	10%	5%	4%	4%	13%	6%	4%	2%	9%	7%	-	9%	-	8%	10%	6%	10%	3%	7%	3%	7%	9%	3%	2%	7%	-	4%	3%	10%	



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q13 How favourable or unfavourable are your impressions of each of the following organisations? - The British Medical Association (BMA)

Base: All

		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		Total	GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy							
	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89							
Total	Count	26	13	8	2	3	-	2	7	6	7	4	2	13	11	19	7	10	6	6	4	-	-	3	6	17	4	8	14	3	12	11	6 (B C)	19 (C)	1	2	20	4							
Unfavourable	%	10%	17%	12%	3%	7%	-	25%	23%	8%	8%	8%	25%	12%	8%	14%	6%	13%	10%	9%	15%	-	-	17%	9%	10%	14%	7%	12%	35%	12%	1%	14%	14%	4%										
Neither	Count	113	35	32	28	18	-	2	13	37	45	16	2	50	61	63	50	33	24	28	14	9	5	11	32	70	14	62 (C)	37	18	66 (C)	29	5	94 (A C)	14	5	93 (C)	15							
	%	45%	45%	49%	44%	42%	-	25%	43%	47%	53%	33%	25%	46%	45%	46%	45%	44%	41%	41%	54%	69%	50%	61%	48%	42%	48%	57%	33%	53%	53%	32%	29%	61%	18%	36%	63%	17%							
Favourable	Count	111	29	25	33	22	2	4	10	36	33	28	4	46	61	56	55	32	28	34	8	4	5	4	29	78	11	38	62 (B)	13	47	51 (B)	6	41	64 (A B)	7	34	70 (B)							
	%	44%	38%	38%	52%	51%	100%	50%	33%	46%	39%	58%	50%	42%	46%	41%	49%	43%	48%	50%	31%	31%	50%	22%	43%	47%	38%	35%	55%	38%	38%	56%	35%	27%	81%	50%	23%	79%							



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q13 How favourable or unfavourable are your impressions of each of the following organisations? - The British Medical Association (BMA)

Base: All

		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located:						Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy					
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)				
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89				
	Mean	7	7	7	7	8	7	6	7	7	7	7	6	7	7	7	7	7	7	7	6	7	8	7	7	6	7	7	7	7	7	7	7	7	7	7	7	7	7			
	Median	7	7	7	8	8	10	7	7	7	7	7	8	7	7	7	7	7	7	7	7	7	8	7	7	7	7	7	7	7	7	8	5	7	8	7	6	9	7			
Very unfavourable 0	Count	8	3	3	-	-	-	2 (C)	4	2	-	-	2 (B)	6	-	4	2	4	-	1	4%	2%	5%	2%	-	11%	3%	2%	4	2	2	4	1	5	2	3 (B)	5	-	-	-		
	%	3%	4%	5%	-	-	-	25%	13%	3%	-	-	25%	6%	-	4%	2%	5%	-	1%	4%	2%	5%	-	11%	3%	2%	4%	2	2	4	1	5	2	3 (B)	5	-	-	-			
	Count	3	1	1	1	-	5%	-	-	1	1	2	-	2	1	1	1	1	1	1	1	1	1	1	3	-	4%	2%	4%	3%	1	2	1	3	1	2	1	1	1	1	1	
1	Count	8	1	1%	2%	2%	-	-	-	-	3%	-	-	2%	1%	2%	-	2%	1%	4%	-	-	-	-	2%	-	-	-	3%	-	-	3%	6%	1%	1%	7%	1%	1%	1%			
	%	3%	4%	5%	-	-	-	-	-	-	3%	-	-	2%	1%	2%	-	2%	1%	4%	-	-	-	2%	-	-	-	3%	-	-	3%	6%	1%	1%	7%	1%	1%	1%				
	Count	11	6	3	1	1	-	-	-	2	2	4	3	-	4	7	10 (B)	1	5	3	3	-	-	-	1	3	7	1	5	5	1	5	5	2	9	-	1	8	2	8		
2	Count	3	1	1	1	1	-	-	7%	3%	5%	6%	-	5%	5%	5%	2%	5%	4%	2%	3%	12%	7%	4%	3%	4%	3%	12%	6%	4%	3%	5%	12%	6%	5%	7%	5%	2%	2%			
	%	1%	1%	2%	2%	2%	-	-	7%	3%	5%	6%	-	5%	5%	5%	2%	5%	4%	2%	3%	12%	7%	4%	3%	4%	3%	12%	6%	4%	3%	5%	12%	6%	5%	7%	5%	2%	2%			
	Count	4	3	1	-	-	-	-	-	2	2	2	-	2	2	2	2	1	2	1	-	-	-	-	2	1	3	1	2	1	1	2	1	-	4	-	4	-	-			
3	Count	2	4	4	2%	-	-	-	-	3%	2%	-	-	2%	1%	2%	1%	3%	1%	3%	1%	-	-	2%	3%	1%	2%	3%	1%	2%	3%	1%	-	3%	-	-	4	-	-			
	%	1%	1%	2%	2%	-	-	-	-	3%	2%	-	-	2%	1%	2%	1%	3%	1%	3%	1%	-	-	2%	3%	1%	2%	3%	1%	2%	3%	1%	-	3%	-	-	4	-	-			
	Count	30	12	9	10	7	-	1	3	11	18	16	12	8	4	11	18	16	12	8	4	11	2	2	3	19	8	3	19	8	23	4	3 (C)	24 (C)	3	3	3	3				
4	Count	12%	16%	11%	8%	14%	-	-	13%	10%	10%	15%	10%	13%	10%	14%	13%	11%	11%	7%	16%	8%	15%	30%	11%	12%	10%	17%	8%	9%	15%	9%	18%	15%	5%	21%	16%	3%	21%			
	%	12%	16%	11%	8%	14%	-	-	13%	10%	10%	15%	10%	13%	10%	14%	13%	11%	11%	7%	16%	8%	15%	30%	11%	12%	10%	17%	8%	9%	15%	9%	18%	15%	5%	21%	16%	3%	21%			
	Count	38	12	9	10	7	-	1	1	19	11	6	1	20	17	21	17	12	6	10	5	4	1	3	11	24	8	18	12	9	20	9	1	34 (C)	3	1	34 (C)	3	3			
Neither favourable nor unfavourable 5	Count	15%	16%	14%	16%	16%	-	-	13%	3%	24%	13%	13%	18%	13%	15%	15%	16%	10%	15%	19%	31%	10%	17%	15%	28%	17%	11%	26%	16%	10%	6%	22%	4%	7%	23%	3%	23%				
	%	15%	16%	14%	16%	16%	-	-	13%	3%	24%	13%	13%	18%	13%	15%	15%	16%	10%	15%	19%	31%	10%	17%	15%	28%	17%	11%	26%	16%	10%	6%	22%	4%	7%	23%	3%	23%				
	Count	45	16	13	15	10	-	-	-	9	10	21	5	-	19	26	24	21	13	14	7	3	1	6	13	26	3	26	16	13	6	27	12	1	37 (C)	7	1	35 (C)				
6	Count	18%	14%	25%	21%	12%	-	-	-	30%	13%	25%	10%	-	17%	20%	17%	19%	24%	10%	27%	23%	10%	33%	19%	16%	10%	24%	14%	18%	22%	13%	6%	24%	9%	7%	24%	10%	10%			
	%	18%	14%	25%	21%	12%	-	-	-	30%	13%	25%	10%	-	17%	20%	17%	19%	24%	10%	27%	23%	10%	33%	19%	16%	10%	24%	14%	18%	22%	13%	6%	24%	9%	7%	24%	10%	10%			
	Count	28	7	7	7	6	1	1	1	4	10	6	7	1	14	13	16	12	9	11	5	2	-	1	-	12	16	6	12	10	4	14	10	-	19	9	1	13	14			
7	Count	11%	9%	11%	11%	14%	50%	13%	13%	7%	15%	13%	10%	12%	11%	12%	19%	7%	8%	-	10%	-	-	10%	-	18%	10%	21%	11%	9%	12%	11%	11%	-	12%	11%	7%	9%	16%			
	%	11%	9%	11%	11%	14%	50%	13%	13%	7%	15%	13%	10%	12%	11%	12%	19%	7%	8%	-	10%	-	-	10%	-	18%	10%	21%	11%	9%	12%	11%	11%	-	12%	11%	7%	9%	16%			
	Count	39	13	11	8	10	-	1	3	8	13	14	1	11	27	24	15	12	7	13	4	1	2	8	23	4	23	14	21	6	17	16	4	22 (B)	3	4	13	22 (B)	3	22 (B)		
8	Count	16%	17%	17%	8%	23%	-	-	13%	10%	10%	15%	29%	13%	10%	20%	17%	13%	16%	12%	19%	15%	8%	20%	11%	12%	18%	14%	13%	19%	18%	14%	18%	9%	28%	29%	9%	25%	25%			
	%	16%	17%	17%	8%	23%	-	-	13%	10%	10%	15%	29%	13%	10%	20%	17%	13%	16%	12%	19%	15%	8%	20%	11%	12%	18%	14%	13%	19%	18%	14%	18%	9%	28%	29%	9%	25%	25%			
	Count	28	7	2	15 (B)	4	-	-	1	1	10	10	6	1	11	16	13	15	10	7	9	1	1	-	-	6	22	-	8	20 (B)	1	10	17	2	3	23 (B)	1	5	23 (B)	1	5	
9	Count	11%	9%	3%	24%	9%	-	-	13%	3%	13%	12%	13%	10%	12%	13%	9%	4%	3%	9%	4%	7	1	1	11	2	4	1	8	6	8	1	1	12%	8%	2%	25%	25%	25%			
	%	11%	9%	3%	24%	9%	-	-	13%	3%	13%	12%	13%	10%	12%	13%	9%	4%	3%	9%	4%	7	1	1	11	2	4	1	8	6	8	1	1	12%	8%	2%	25%	25%	25%			
	Count	16	2	5	6	4	1	1 (A)	1	2	8	4	2	1	10	5	3	13 (A)	1	3	7	1	2	2 (A)	2	11	3	1	7	4	1	5	3	10 (B)	1	3	12 (B)	1	3	12 (B)		
Very favourable 10	Count	6%	3%	8%	10%	5%	50%	13%	7%	10%	5%	2%	13%	9%	4%	2%	12%	1%	5%	10%	4%	15%	20%	11%	4%	7%	3%	4%	10%	6%	2%	5%	9%	6%	3%	13%	7%	2%	13%			
	%	6%	3%	8%	10%	5%	50%	13%	7%	10%	5%	2%	13%	9%	4%	2%	12%	1%	5%	10%	4%	15%	20%	11%	4%	7%	3%	4%	10%	6%	2%	5%	9%	6%	3%	13%	7%	2%	13%			

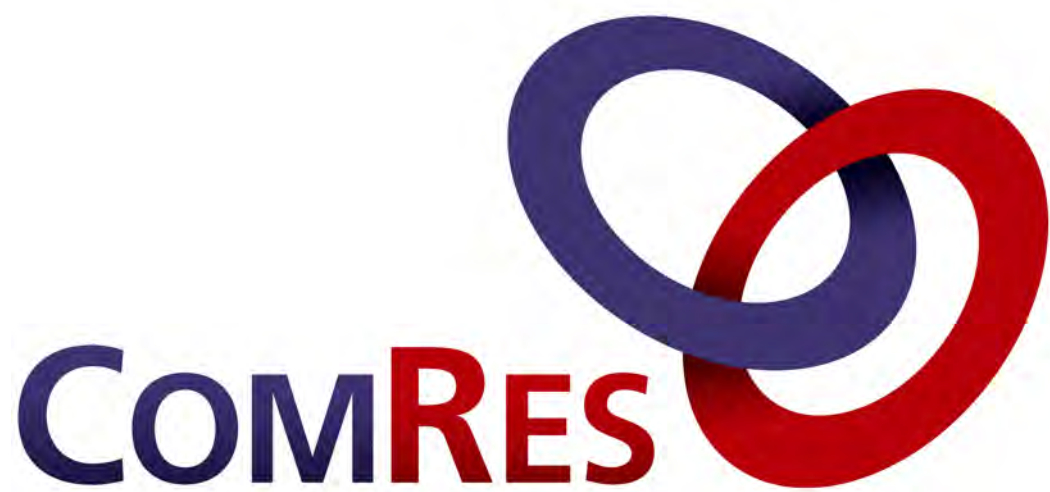


Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q13 How favourable or unfavourable are your impressions of each of the following organisations? - Public Health England (PHE)

Base: All

		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy								
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	2	68	26	13	10	18	67	165	29	108	2	113	34	125	91	2	17	154	79	14	147	89				
Unfavourable	Count	21	10	4	3	4	-	1	3	8	4	5	1	11	9	17 (B)	4	7	5	6	1	1	1	3	5	13	5	6	10	3	12	6	14	1	4 (C)	15	2								
	%	10%	13%	6%	5%	9%	-	13%	10%	10%	5%	10%	13%	10%	7%	12%	4%	9%	9%	9%	4%	8%	10%	17%	8%	8%	17%	6%	9%	9%	10%	7%	35%	9%	1%	29%	10%	2%							
Neither	Count	121	37	39	26	19	-	4	14	36	47	20	4	50	67	70	51	35	25	34	11	11	5	10	38	73	12	73 (A, C)	36	16	78 (C)	27	8 (C)	101 (C)	12	6	96 (C)	19							
	%	48%	48%	60%	41%	44%	-	50%	47%	46%	55%	42%	50%	46%	50%	51%	46%	47%	43%	50%	42%	85%	50%	56%	57%	44%	41%	68%	32%	47%	62%	30%	47%	66%	15%	43%	65%	21%							
Favourable	Count	108	30	22	34	20	2	3	13	35	34	23	3	48	57	51	57 (A)	33	28	28	14	1	4	5	24	79	12	29	67 (B)	15	35	58 (B)	3	39	66 (A, B)	4	36	68 (A, B)							
	%	43%	39%	34%	54%	47%	100%	38%	43%	44%	40%	48%	38%	44%	43%	37%	51%	44%	48%	41%	54%	8%	40%	28%	36%	48%	41%	27%	59%	44%	28%	64%	18%	25%	84%	29%	24%	75%							



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q13 How favourable or unfavourable are your impressions of each of the following organisations? - Public Health England (PHE)

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI							
		GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy						
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)					
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89					
	Mean	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	8	6	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7			
	Median	7	7	7	8	7	10	7	7	7	7	7	7	7	7	7	8	7	7	7	8	6	7	6	7	7	6	7	7	7	7	8	5	6	8	7	9	6	8				
Very unfavourable 0	Count	5	2	1	-	-	-	-	2	2	-	1	-	4	1	5	-	4	-	1	-	-	-	1	2	2	3	(C)	-	2	1	3	1	2	(B)	-	2	(B)	3	-			
	%	2%	3%	2%	-	-	-	-	7%	3%	-	2%	-	4%	1%	4%	-	5%	-	1%	-	-	-	6%	3%	1%	10%	-	2%	3%	2%	1%	12%	2%	-	14%	2%	-					
1	Count	6	3	1	2	-	-	-	-	2	3	1	-	2	4	4	2	1	3	1	-	2	1	3	1	2	3	1	4	2	3	1	4	1	1	4	1	1	3	-			
	%	2%	4%	2%	3%	-	-	-	-	3%	4%	2%	-	2%	3%	3%	2%	1%	5%	1%	-	10%	6%	3%	2%	7%	1%	3%	3%	2%	3%	1%	6%	3%	1%	7%	3%	1%					
2	Count	5	2	1	1	-	-	-	1	2	-	2	-	3	2	4	1	2	-	2	-	1	-	-	4	-	2	3	1	3	1	3	1	4	1	3	-	1	4	-			
	%	2%	3%	2%	2%	-	-	-	3%	3%	-	4%	-	3%	2%	3%	1%	3%	-	3%	-	8%	-	-	1%	2%	-	2%	3%	3%	2%	1%	12%	2%	-	7%	3%	-					
3	Count	5	3	1	-	1	-	1	-	2	1	1	1	2	2	4	1	-	2	2	1	-	-	1	-	-	4	-	3	2	-	3	2	-	4	1	1	4	-				
	%	2%	4%	2%	-	2%	-	13%	-	3%	1%	2%	13%	2%	2%	3%	1%	-	3%	3%	4%	-	-	-	1%	-	2%	-	3%	-	3%	6%	3%	-	-	-	3%	1%					
4	Count	15	8	5	2	-	-	1	3	8	2	4	10	10	5	8	3	4	-	3	4	-	-	1	6	2	11	(C)	2	3	11	(C)	1	4	(B C)	9	2	1	12	2			
	%	6%	10%	8%	3%	-	-	13%	3%	4%	9%	4%	13%	4%	8%	7%	4%	11%	5%	6%	-	-	-	6%	12%	4%	7%	10%	9%	9%	1%	24%	6%	3%	7%	8%	2%						
Neither favourable nor unfavourable 5	Count	67	20	21	14	12	-	2	8	22	23	12	2	30	35	37	30	17	12	15	7	11	(A B C D)	5	7	16	44	7	40	(C)	20	8	46	(C)	13	3	58	(C)	6	3	56	(C)	8
	%	27%	26%	32%	22%	28%	-	25%	27%	28%	27%	25%	25%	28%	26%	27%	27%	23%	21%	22%	27%	85%	50%	39%	24%	24%	37%	18%	24%	37%	14%	18%	38%	8%	21%	38%	9%						
6	Count	39	9	13	10	7	-	1	5	11	16	6	1	16	22	23	16	10	15	4	-	2	2	14	22	14	5	21	13	1	34	(C)	4	2	28	9							
	%	16%	12%	20%	16%	16%	-	13%	17%	14%	19%	13%	13%	15%	17%	17%	14%	13%	17%	22%	15%	-	-	11%	21%	14%	10%	20%	12%	15%	14%	6%	22%	5%	14%	19%	10%						
7	Count	47	15	8	12	11	1	1	6	13	15	12	1	19	27	23	24	17	12	10	6	-	2	3	13	31	8	14	25	7	19	21	2	23	22	2	21	24	(B)				
	%	19%	19%	12%	19%	26%	50%	13%	20%	16%	18%	25%	13%	17%	20%	17%	21%	23%	21%	15%	23%	-	1	17%	19%	19%	28%	13%	22%	15%	23%	15%	28%	14%	14%	14%							
8	Count	30	8	10	9	3	-	2	5	9	5	2	14	16	14	16	14	9	7	6	1	-	1	5	24	3	9	18	5	17	(B)	1	13	16	(B)	1	9	20	(B)				
	%	12%	10%	15%	14%	7%	-	25%	17%	11%	11%	10%	25%	13%	11%	12%	13%	8%	16%	10%	23%	8%	10%	6%	7%	15%	10%	8%	16%	15%	6%	19%	6%	8%	20%	7%	6%	22%					
9	Count	20	4	4	7	5	-	-	2	6	8	4	-	8	12	10	10	8	4	6	2	-	-	3	17	-	4	16	(B)	-	6	14	(B)	-	1	19	(B)	1	3	16	(B)		
	%	8%	5%	6%	11%	12%	-	-	7%	9%	9%	8%	-	9%	7%	9%	9%	7%	5%	8%	11%	-	-	4%	10%	-	4%	14%	-	5%	15%	-	1%	24%	7%	2%	18%						
Very favourable 10	Count	11	3	-	6	1	-	-	7	2	2	-	-	7	4	2	9	(A)	2	3	5	-	1	-	7	3	1	8	3	2	6	-	2	3	9	(B)	-	3	8	(B)			
	%	4%	4%	-	10%	2%	50%	-	-	9%	2%	4%	-	6%	3%	1%	8%	3%	5%	7%	-	-	10%	6%	4%	4%	3%	2%	7%	9%	2%	7%	-	1%	11%	-	2%	9%					



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q13 How favourable or unfavourable are your impressions of each of the following organisations? - Association of the British Pharmaceutical Industry (ABPI)

Base: All

		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy			
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)			
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	2	113	34	125	91	27	154	79	14	147	89		
Unfavourable	Count	17	6	5	3	3	-	2	3	4	5	3	2	7	8	13	4	4	5	3	3	2	-	2	4	11	5	5	7	7 (B C)	6	4	17	-	-	7 (B C)	8	2			
	%	7%	8%	8%	5%	7%	-	25%	10%	5%	6%	6%	25%	6%	6%	9%	4%	5%	9%	4%	12%	15%	-	11%	6%	7%	17%	5%	6%	21%	5%	4%	100%	-	-	50%	5%	2%			
Neither	Count	154	52	43	39	19	1	5	21	46	56	28	5	67	82	84	70	47	33	40	17	9	8	13	46	95	23 (C)	85 (C)	46	23	91 (C)	40	-	154	-	-	129 (A C)	19			
	%	62%	68%	66%	62%	44%	50%	63%	70%	58%	66%	54%	63%	61%	62%	61%	63%	63%	57%	59%	65%	69%	80%	72%	69%	58%	79%	79%	41%	68%	73%	-	100%	-	43%	-	88%	21%			
Favourable	Count	79	19	17	21	21	1	1	6	29	24	19	1	35	43	41	38	24	20	25	6	2	2	3	17	59	1	18	60 (A B)	4	28	47 (A B)	-	-	79	1	10	68 (A B)			
	%	32%	25%	26%	33%	49%	50%	13%	20%	37%	28%	40%	13%	32%	32%	30%	34%	32%	34%	37%	23%	15%	20%	17%	25%	36%	3%	17%	53%	12%	22%	52%	-	-	100%	7%	7%	75%			



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q13 How favourable or unfavourable are your impressions of each of the following organisations? - Association of the British Pharmaceutical Industry (ABPI)

Base: All

		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89	
	Mean	7	7	6	7	7	7	7	6	6	6	6	6	7	7	7	7	7	7	6	6	6	6	7	7	6	7	7	6	8	6	7	8	3	6	9	5	6	8
	Median	6	6	6	7	7	9	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	9
Very unfavourable 0	Count	3	1	1	-	1	-	-	2	1	-	-	-	3	-	3	-	2	1	-	-	-	-	1	1	1	1	-	2	-	1	2	3	-	1	2	-		
	%	1%	1%	2%	-	2%	-	-	7%	1%	-	-	-	3%	-	2%	-	3%	2%	-	-	-	-	6%	1%	1%	3%	-	2%	-	1%	2%	18%	-	-	7%	1%	-	
	1	Count	4	-	1	2	1	-	-	-	2	2	-	-	2	-	3	1	-	1	2	-	1	-	-	4	-	-	4	1	2	1	4	-	-	3 (B)	1	-	
	%	2%	-	2%	3%	2%	-	-	-	3%	2%	-	-	2%	2%	2%	1%	-	2%	3%	-	8%	-	-	-	2%	-	-	4%	3%	2%	1%	24%	-	-	21%	1%	-	
1	Count	1	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	1	-	-		
	%	0%	1%	-	-	-	-	-	3%	-	-	-	-	1%	-	-	-	-	4%	-	-	-	-	-	-	-	-	3%	-	-	-	-	-	6%	-	-			
	3	Count	9	4	3	1	1	-	2 (C)	-	1	3	3	2	6	7	2	2	3	1	2	1	-	-	-	3	6	3 (C)	5	1	5 (B C)	3	1	9	-	-	2	5	2
	%	4%	5%	5%	2%	2%	-	25%	-	1%	4%	6%	25%	1%	5%	5%	2%	3%	5%	1%	8%	8%	-	-	-	4%	4%	10%	5%	1%	15%	2%	1%	53%	-	-	14%	3%	2%
4	Count	23	6	12 (C)	1	4	-	1	3	9	8	2	1	12	10	14	9	6	5	4	1	2	2	1	16	6	4	17	1	16	6	2	13	8	-	21 (C)	1	-	
	%	9%	8%	18%	2%	9%	-	13%	10%	11%	9%	4%	13%	11%	8%	10%	8%	8%	9%	7%	15%	8%	20%	11%	8%	10%	3%	15%	5%	6%	10%	9%	-	15%	-	7%	14%	1%	
	Neither favourable nor unfavourable 5	Count	94	33	25	26	9	1	3	12	32	33	14	3	44	47	48	46	30	20	26	9	5	4	10	32	52	15 (C)	51 (C)	28	14	59 (C)	21	-	94	-	4	81 (C)	9
	%	38%	43%	38%	41%	21%	50%	38%	40%	41%	39%	29%	38%	40%	35%	38%	41%	40%	34%	38%	35%	38%	40%	56%	48%	32%	52%	47%	25%	41%	47%	23%	-	61%	-	29%	55%	10%	
6	Count	37	13	6	12	6	-	1	6	5	15	10	1	11	25	22	15	11	8	9	4	3	2	1	10	26	7	18	12	19	11	37	-	1	27	9	-		
	%	15%	17%	9%	19%	14%	-	13%	20%	6%	18%	21%	13%	10%	19%	16%	13%	15%	14%	13%	15%	23%	20%	6%	15%	16%	24%	17%	11%	21%	15%	12%	-	24%	-	7%	18%	10%	
	Count	27	10	8	2	7	-	1	3	11	8	4	1	14	12	17	10	7	9	8	3	-	-	2	8	17	1	11	15	1	13	13	-	-	27	-	6	21 (B)	
	%	11%	13%	12%	3%	16%	-	13%	10%	14%	9%	8%	13%	9%	12%	9%	9%	16%	12%	12%	-	-	11%	12%	10%	13%	10%	13%	3%	10%	14%	-	-	34%	-	4%	24%		
8	Count	26	5	6	6	9	-	-	3	7	10	6	3	10	16	14	12	9	4	8	3	-	1	4	22	4	22 (B)	1	9	16	4	26	1	-	26	1	2	23 (B)	
	%	10%	6%	9%	10%	21%	-	-	10%	9%	12%	13%	-	10%	12%	10%	11%	12%	7%	12%	8%	10%	-	-	6%	13%	-	4%	19%	3%	7%	16%	-	-	33%	7%	1%	26%	
	Count	18	4	3	8	3	-	-	-	7	4	7	-	7	11	9	9	5	7	5	-	1	-	1	2	15	-	3	15 (B)	1	5	12 (B)	-	-	18	-	2	16 (B)	
	%	7%	5%	5%	13%	7%	-	-	-	9%	5%	15%	-	6%	8%	7%	8%	7%	12%	7%	-	8%	-	6%	3%	9%	-	3%	13%	3%	4%	13%	-	-	23%	-	1%	18%	
9	Count	8	-	5	2	-	1 (D)	-	-	5	4	4	-	4	4	1	7 (A)	3	4	-	-	-	-	-	3	5	-	8	1	6	1	8	-	-	8	-	8	6	
	%	3%	-	-	8%	5%	50%	-	-	5%	2%	4%	-	4%	3%	1%	6%	4%	-	6%	-	-	10%	-	4%	3%	-	-	7%	3%	1%	7%	-	-	10%	-	-	9%	



Q13 How favourable or unfavourable are your impressions of each of the following organisations? - Summary Tables

Reputation of the Pharmaceutical Industry Among Healthcare Professionals

		Q13 How favourable or unfavourable are your impressions of each of the following organisations?											Nets			
		Very unfavourable 0	1	2	3	4	Neither favourable nor unfavourable 5	6	7	8	9	Very favourable 10	Unfavourable (0-3)	Neither (4-6)	Favourable (7-10)	
	Total															Mean
Royal Society of Medicine (RSM)	250	3	2	1	4	12	91	40	28	37	19	13	10	143	97	7
	100%	1%	1%	0%	2%	5%	36%	16%	11%	15%	8%	5%	4%	57%	38%	
The British Medical Association (BMA)	250	8	3	11	4	30	38	45	28	39	28	16	26	113	111	7
	100%	3%	1%	4%	2%	12%	15%	18%	11%	16%	11%	6%	10%	45%	44%	
Public Health England (PHE)	250	5	6	5	5	15	67	39	47	30	20	11	21	121	108	7
	100%	2%	2%	2%	2%	6%	27%	16%	19%	12%	8%	4%	8%	48%	43%	
Royal College of Nurses (RCN)	250	7	5	6	5	22	69	39	31	29	19	18	23	130	97	7
	100%	3%	2%	2%	2%	9%	28%	16%	12%	12%	8%	7%	9%	52%	39%	
Association of the British Pharmaceutical Industry (ABPI)	250	3	4	1	9	23	94	37	27	26	18	8	17	154	79	7
	100%	1%	2%	0%	4%	9%	38%	15%	11%	10%	7%	3%	7%	62%	32%	
General Medical Council (GMC)	250	11	9	10	11	28	40	40	27	35	23	16	41	108	101	7
	100%	4%	4%	4%	4%	11%	16%	16%	11%	14%	9%	6%	16%	43%	40%	
Association of British Healthcare Industries (ABHI)	250	3	1	4	6	17	135	27	20	24	8	5	14	179	57	7
	100%	1%	0%	2%	2%	7%	54%	11%	8%	10%	3%	2%	6%	72%	23%	

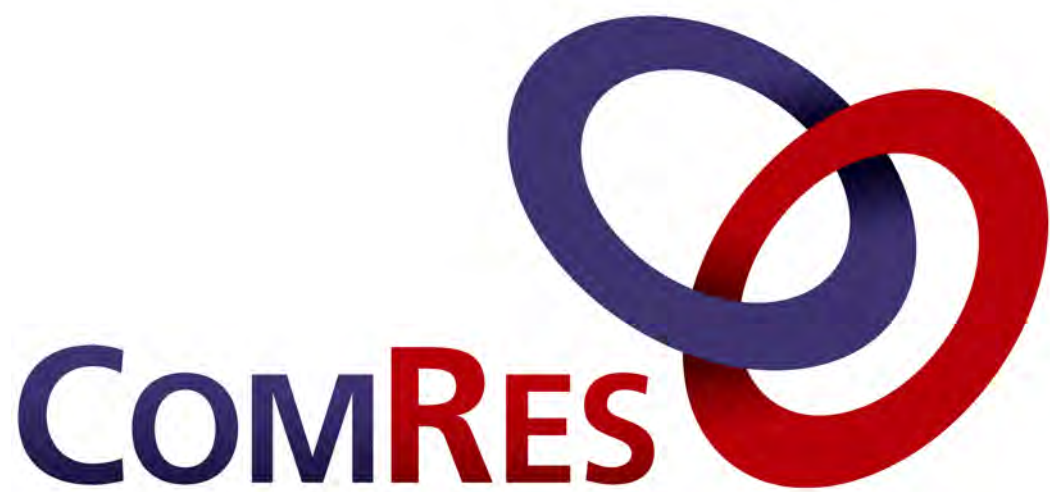


Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q14 How trustworthy or untrustworthy do you consider each of the following organisations? - Association of British Healthcare Industries (ABHI)

Base: All

		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)				D3 Please state your date of birth (dd/mm/yyyy)				Gender		D2 Please indicate the SHA/country where your practice/hospital is located						Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy					
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	26	13	10	18	67	165	29	108	2	113	34	125	91	2	17	154	79	14	147	89			
Trustworthy	Count	75	20	17	23	14	1	4	7	21	24	19	4	28	43	40	35	22	20	23	6	2	2	4	16	55	1	18	56 (A B)	3	23	49 (A B)	1	19	55 (A B)	-	6	69 (B)				
	%	30%	26%	26%	37%	33%	50%	50%	23%	27%	28%	40%	50%	26%	32%	29%	31%	24%	33%	34%	23%	15%	20%	22%	33%	3%	17%	50%	9%	18%	54%	6%	12%	70%	-	4%	78%					
Neither	Count	165	54	46	37	27	1	4	22	53	57	29	4	75	86	91	74	51	35	41	20	8	13	51	101	28 (C)	86 (C)	51	29 (C)	96 (C)	40	12 (C)	130 (C)	23	8 (C)	137 (A C)	20					
	%	66%	70%	71%	59%	63%	50%	50%	73%	67%	67%	60%	50%	69%	65%	66%	66%	68%	60%	60%	77%	77%	80%	72%	76%	61%	97%	80%	45%	85%	77%	71%	84%	29%	57%	93%	22%					
Untrustworthy	Count	10	3	2	3	2	-	-	1	5	4	-	-	6	4	7	3	2	3	4	-	1	-	1	-	9	-	4	6	2	4	5	1	6 (B)	4	-	6 (B)					
	%	4%	4%	3%	5%	5%	-	-	3%	6%	5%	-	-	6%	3%	5%	3%	3%	5%	6%	-	8%	-	6%	-	5%	-	4%	5%	6%	5%	2%	24%	3%	1%	43%	3%	-				



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q14 How trustworthy or untrustworthy do you consider each of the following organisations? - Association of British Healthcare Industries (ABHI)

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	
Total	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	
Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89	
Mean	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	6	7	6	6	7	6	7	6	6	6	7	6	8	5	6	8	4	6	8
Median	6	6	6	6	6	6	8	6	6	6	7	8	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	8	5	6	8	5	6	9	
Count	7	1	1	3	1	1	1	3	1	2	-	4	3	1	6	2	-	3	-	1	-	1	1	1	2	4	-	1	6	1	5	-	1	6	1	-	7	
Very trustworthy 10	%	3%	2%	5%	2%	50%	-	3%	4%	1%	4%	-	4%	2%	1%	5%	3%	-	4%	-	8%	10%	6%	3%	2%	-	1%	5%	3%	1%	5%	-	1%	8%	-	-	8%	
9	Count	14	2	2	8	2	-	2	3	5	4	-	5	9	7	3	1	7	1	-	-	-	1	2	11	-	3	11	6	-	6	8	-	-	14	-	14	
%	6%	3%	3%	13%	5%	-	-	7%	4%	6%	8%	-	5%	7%	2%	10%	4%	5%	10%	4%	-	-	6%	3%	4%	7%	-	3%	10%	-	5%	9%	-	-	18%	-	-	16%
8	Count	28	11	6	6	5	-	1	2	5	10	10	1	7	20	19	8	10	8	2	-	-	7	19	20	-	7	21	6	-	9	19	21	21	21	21	28	
%	11%	14%	9%	10%	12%	-	13%	7%	6%	12%	21%	13%	6%	15%	14%	8%	11%	17%	12%	8%	-	-	6%	10%	12%	-	6%	19%	-	7%	21%	-	5%	27%	-	-	31%	
7	Count	26	6	8	6	6	-	3	2	10	8	3	3	12	11	17	9	9	7	5	3	1	1	1	5	20	1	7	18	2	7	17	14	11	14	20	20	
%	10%	8%	12%	10%	14%	-	38%	7%	13%	9%	6%	7%	8%	12%	8%	12%	8%	12%	7%	12%	8%	10%	-	7%	12%	3%	6%	16%	6%	6%	19%	6%	7%	18%	-	4%	22%	
6	Count	31	8	12	4	7	-	1	6	10	8	6	1	16	14	12	16	8	10	5	6	1	-	9	22	4	15	12	4	18	9	1	19	11	-	23	8	
%	12%	10%	18%	6%	16%	-	13%	20%	13%	9%	13%	13%	15%	11%	9%	17%	11%	17%	7%	23%	8%	10%	-	13%	13%	14%	14%	11%	12%	14%	10%	6%	12%	14%	-	16%	9%	
Neither trustworthy nor untrustworthy 5	Count	116	42	29	29	16	-	2	14	35	45	20	2	49	65	67	49	38	24	29	10	9	6	10	37	69	20	62	34	22	66	28	5	99	12	4	101	
%	46%	55%	45%	46%	37%	-	25%	47%	44%	53%	42%	25%	46%	49%	49%	44%	51%	41%	43%	38%	69%	60%	56%	55%	42%	69%	57%	30%	65%	53%	31%	29%	64%	15%	29%	69%	12%	
4	Count	18	4	5	4	4	1	1	2	8	4	3	1	10	7	12	6	5	1	7	4	-	-	3	5	10	4	9	6	12	3	6	12	-	4	13	13	
%	7%	5%	8%	6%	9%	50%	13%	7%	10%	5%	6%	13%	9%	5%	9%	5%	7%	6%	4%	8%	15%	-	10%	17%	6%	14%	8%	4%	9%	10%	3%	35%	8%	-	23%	9%	1%	
3	Count	4	1	2	1	-	-	-	2	2	-	-	2	3	1	-	2	2	-	-	-	-	-	-	4	-	-	3	1	3	-	2	2	-	1	3	-	
%	2%	1%	3%	2%	-	-	-	-	3%	2%	-	-	2%	2%	1%	-	3%	3%	-	-	-	-	-	-	2%	-	3%	1%	-	12%	1%	-	7%	2%	-	-		
2	Count	1	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-	
%	0%	-	-	-	2%	-	-	-	-	1%	-	-	1%	-	1%	-	-	-	1%	-	-	-	-	-	-	-	-	-	1%	-	-	1%	-	-	7%	-	-	
1	Count	5	2	-	2	1	-	1	3	1	-	-	4	1	3	2	2	1	1	-	1	-	1	-	4	-	1	4	1	3	1	2	3	-	4	1	-	
%	2%	3%	-	3%	2%	-	-	3%	4%	1%	-	-	4%	1%	2%	2%	3%	2%	1%	-	8%	-	6%	-	2%	-	1%	4%	3%	2%	1%	12%	2%	-	29%	1%	-	
Very untrustworthy 0	Count	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q14 How trustworthy or untrustworthy do you consider each of the following organisations? - General Medical Council (GMC)																																										
Base: All																																										
	Count	Total	S1 Please select your role:								D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy				
																																							(A)	(B)	(C)	(D)
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89				
Trustworthy	Count	125	32	34	39	19	1	4	13	35	49	24	4	48	73	67	58	42	31	29	15	5	3	5	31	89	13	42	70 (B)	17	45	63 (B)	5	4	63 (A B)	1	46	78 (A B)				
	%	50%	42%	52%	62%	44%	50%	43%	44%	58%	50%	50%	50%	44%	55%	49%	52%	56%	53%	43%	58%	38%	30%	28%	46%	54%	45%	39%	50%	30%	29%	37%	80%	7%	31%	88%						
Neither	Count	99	29	25	22	1	3	13	32	30	21	3	45	51	48	26	23	29	8	7	6	9	30	60	13	55 (C)	31	16 (C)	64 (C)	19	77 (C)	13	8 (C)	81 (C)	20	7	10					
	%	40%	38%	35%	35%	51%	50%	38%	43%	41%	35%	44%	38%	41%	38%	37%	43%	35%	40%	43%	31%	54%	60%	50%	36%	45%	51%	27%	47%	51%	21%	53%	50%	16%	57%	55%	11%					
Untrustworthy	Count	26	16 (C)	6	2	2	1	4	12	6	3	1	16	9	20 (B)	6	7	4	10	3	1	1	4	6	16	3	11	12	1	16	9	3	20	5 (C)	20 (C)	1	1					
	%	10%	21%	9%	3%	5%	13%	13%	15%	7%	6%	13%	15%	7%	14%	5%	9%	7%	15%	12%	8%	10%	22%	9%	10%	10%	10%	11%	3%	13%	10%	18%	13%	4%	36%	14%	1%					



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q14 How trustworthy or untrustworthy do you consider each of the following organisations? - General Medical Council (GMC)

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.								Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI			
		GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy			
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	74	165	29	108	113	34	125	91	17	154	79	14	147	89	
	Mean	7	7	7	8	7	7	7	7	7	7	8	7	7	7	7	7	7	7	7	7	7	7	6	7	7	7	7	7	7	7	7	7	7	7	9	5	7	9	
	Median	8	7	8	8	7	9	7	7	7	8	8	7	7	8	7	8	8	7	8	7	8	6	7	8	7	7	8	7	7	9	7	7	9	6	7	9			
Very trustworthy 10	Count	20	4	4	8	3	1	-	3	7	5	5	-	10	10	7	13	5	3	8	-	2	2	2	7	11	1	6	13	3	6	11	1	6	13 (B)	1	5	14 (B)		
	%	8%	5%	6%	13%	7%	50%	-	10%	9%	6%	10%	-	9%	8%	5%	12%	7%	5%	12%	-	15%	20%	11%	10%	7%	3%	6%	12%	9%	5%	16%	12%	6%	4%	16%	7%	3%	16%	
9	Count	35	4	12	14 (A)	5	-	2	2	8	12	4	11	2	10	23	17	18	10	6	13	5	1	-	4	7	27	1	10	24 (B)	1	13	21 (A B)	1	12	22 (B)	-	7	28 (B)	
	%	14%	5%	18%	22%	12%	-	25%	7%	10%	14%	23%	25%	9%	17%	12%	16%	13%	10%	19%	19%	8%	-	6%	10%	16%	3%	9%	21%	3%	10%	23%	6%	8%	28%	-	5%	31%		
8	Count	33	10	7	9	7	-	1	3	9	17	3	1	12	20	20	13	14	8	5	5	1	-	1	9	23	5	11	17	6	13	14	1	16	16	-	13	20 (B)		
	%	13%	13%	11%	14%	16%	-	13%	10%	11%	20%	6%	13%	11%	15%	14%	12%	19%	14%	7%	19%	8%	-	6%	13%	14%	17%	10%	15%	18%	10%	15%	6%	10%	20%	-	9%	22%		
7	Count	37	14	11	8	4	-	1	5	11	15	5	1	16	20	23	14	13	14	13	14 (C)	5	1	1	8	28	6	15	16	7	13	17	2	23	12	-	21	16		
	%	15%	18%	17%	13%	9%	-	13%	17%	14%	18%	10%	13%	15%	15%	17%	13%	17%	24%	4%	19%	8%	10%	1	1	12%	17%	21%	14%	14%	21%	10%	19%	12%	15%	15%	-	14%	18%	
6	Count	32	12	6	5	8	1	-	6	9	8	9	-	15	17	17	15	11	6	8	5	1	3	8	21	3	18	11	6	19	7	21	6	4 (C)	24 (C)	4	24 (C)			
	%	13%	16%	9%	8%	19%	50%	-	20%	11%	9%	19%	-	14%	13%	12%	13%	15%	10%	12%	19%	8%	10%	17%	10%	12%	13%	10%	17%	10%	18%	15%	8%	14%	29%	14%	8%	29%	16%	4%
Neither trustworthy nor untrustworthy 5	Count	53	16	13	13	11	-	2	5	16	18	12	2	21	30	26	27	14	12	15	3	5	4	5	20	28	7	32 (C)	14	7	37 (C)	9	2	45 (C)	6	2	45 (C)			
	%	21%	21%	20%	21%	28%	-	25%	17%	20%	21%	25%	25%	19%	23%	19%	24%	19%	21%	22%	12%	38%	40%	28%	30%	17%	24%	30%	12%	21%	30%	10%	12%	29%	8%	14%	31%	7%		
4	Count	14	1	6	4	3	-	1	2	7	4	-	1	9	4	8	6	1	5	6	1	-	1	5	11	4	3	5	6	3	9	3	2	11	1	2	12	-		
	%	6%	1%	9%	6%	7%	-	13%	7%	9%	5%	-	13%	8%	3%	6%	5%	1%	9%	-	8%	10%	6%	3%	7%	10%	5%	5%	9%	6%	3%	12%	7%	1%	14%	8%	-			
3	Count	7	5	1	-	1	-	-	2	2	2	1	-	4	3	6	1	2	1	2	1	1	-	1	5	-	3	4	-	3	4	2	3	2	-	6	1			
	%	3%	6%	2%	-	2%	-	-	7%	3%	2%	2%	-	4%	2%	4%	1%	3%	2%	3%	4%	8%	-	6%	1%	3%	-	3%	4%	-	2%	4%	12%	2%	3%	-	4%	1%		
2	Count	2	1	1	-	-	-	-	2	-	-	-	-	2	-	2	-	-	1	-	-	-	1	2	-	-	-	2	-	-	2	-	-	2	-	2	-			
	%	1%	1%	2%	-	-	-	-	-	3%	-	-	-	2%	-	1%	-	-	1%	-	-	10%	-	3%	-	-	-	2%	-	-	-	-	2%	-	-	1%	-			
1	Count	9	5	2	1	1	-	-	2	2	3	2	-	4	5	7	2	2	1	4	2	-	3 (B C)	1	5	2	4	3	-	7	2	-	8	1	3 (B)	6	-			
	%	4%	6%	3%	2%	2%	-	-	7%	3%	4%	4%	-	4%	5%	4%	3%	2%	6%	8%	-	-	17%	1%	3%	7%	4%	3%	-	6%	2%	-	5%	1%	21%	4%	-			
Very untrustworthy 0	Count	8	5	2	1	-	-	1	-	6	1	-	1	6	1	5	3	3	2	3	-	-	-	6	2	1	5	4	3	1	4	3	1	7	6	-	6	-		
	%	3%	6%	3%	2%	-	-	13%	-	8%	1%	-	13%	6%	1%	4%	3%	4%	3%	4%	-	-	-	-	3%	4%	3%	2%	4%	3%	3%	6%	5%	-	14%	4%	-			



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q14 How trustworthy or untrustworthy do you consider each of the following organisations? - Royal College of Nurses (RCN)																																																	
Base: All																																																	
	Count	Total	S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located:										Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy											
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(AA)	(AB)	(AC)	(AD)	(AE)	(AF)	(AG)	(AH)	(AI)	(AJ)	(AK)	(AL)												
Total	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89												
Trustworthy	Count	122	29	32	39 (A)	20	2	4	10	36	43	29	4	46	72	63	59	38	28	34	12	5	5	8	31	83	14	41	67 (B)	18	45	59 (B)	6	52	64 (A B)	4	39	79 (A B)											
	%	49%	38%	49%	62%	47%	100%	50%	33%	46%	51%	60%	50%	42%	54%	46%	53%	48%	51%	48%	50%	46%	44%	46%	50%	48%	38%	59%	53%	36%	34%	65%	30%	34%	81%	29%	27%	89%											
Neither	Count	113	43 (C)	30	20	20	-	3	16	39	37	18	3	55	67	46	33	27	28	12	8	6	6	34	73	14	62 (C)	37	15	26	72 (C)	13	65%	91 (C)	6 (C)	97 (C)	10												
	%	45%	56%	46%	32%	47%	-	38%	53%	49%	44%	38%	38%	50%	41%	49%	41%	44%	47%	41%	44%	47%	41%	44%	48%	41%	57%	33%	44%	58%	29%	53%	59%	16%	43%	66%	11%												
Untrustworthy	Count	15	5	3	4	3	1	4	4	5	1	1	8	6	8	7	4	3	6	2	9	1	5	9	1	5	9	1	8	6	2	11	2	4 (B)	11	-													
	%	6%	6%	5%	6%	7%	-	13%	13%	5%	6%	2%	13%	7%	5%	6%	5%	5%	9%	8%	-	-	22%	3%	5%	3%	5%	3%	6%	7%	12%	7%	3%	29%	7%	-													



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q14 How trustworthy or untrustworthy do you consider each of the following organisations? - Royal College of Nurses (RCN)

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI				
		GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy			
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)		
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89		
	Mean	7	7	7	8	7	7	7	7	7	7	8	7	7	8	7	8	8	7	7	7	7	8	8	7	8	7	8	7	7	8	7	7	9	6	7	9	6	7	9
	Median	7	7	7	9	7	10	8	7	7	7	8	8	7	8	8	7	8	7	8	7	7	8	7	8	8	7	8	8	7	8	7	9	6	7	9	6	7	9	
Very trustworthy 10	Count	19	1	2	12 (A B)	3	1 (A B)	-	3	5	7	4	-	8	11	3	16 (A)	5	2	8	-	2	2	1	7	11	4	6	9	1	7	11 (B)	1	6	12 (B)	1	6	12 (B)		
	%	8%	1%	3%	17%	7%	50%	-	10%	6%	8%	8%	-	7%	8%	2%	14%	7%	3%	12%	-	15%	20%	6%	10%	7%	7%	4%	12%	12%	5%	10%	6%	5%	14%	7%	4%	13%		
	Count	26	7	8	9	2	-	3	3	7	8	5	3 (B C)	10	13	13	10	6	5	2	1	2	2	6	18	3	9	14	2	10	14 (B)	1	7	18 (B)	1	7	18 (B)			
8	Count	34	8	8	13	4	1	-	2	10	11	11	-	12	22	20	14	7	9	10	6	1	1	2	10	22	4	8	22 (B)	5	14	15	1	12	21 (B)	-	9	25 (B)		
	%	14%	10%	12%	21%	9%	50%	-	7%	13%	13%	23%	-	11%	17%	14%	13%	9%	16%	15%	23%	8%	10%	11%	15%	13%	14%	7%	19%	15%	11%	16%	8%	27%	-	6%	28%			
	Count	43	13	14	5	11	-	1	2	14	17	9	1	16	26	27	16	16	11	11	4	1	-	3	8	32	5	20	18	6	16	21	2	23	18	2	17	24 (B)		
6	Count	173	17%	22%	8%	26%	-	13%	7%	18%	20%	19%	13%	20%	20%	14%	21%	19%	16%	15%	8%	1	-	12%	19%	17%	19%	16%	13%	23%	3	12%	15%	23%	14%	12%	27%			
	%	68	13	11	8	6	-	11	8	22	18	7	1	19	25	18	22	18	20	18	22	19	2	28	8	14	19	6	3	29	6	3 (C)	32 (C)	8	3	32 (C)				
	%	15%	17%	17%	13%	14%	-	13%	27%	14%	13%	15%	13%	17%	14%	18%	12%	15%	19%	10%	19%	15%	20%	11%	12%	17%	17%	18%	12%	18%	10%	18%	18%	22%	1%	18%	3%			
Neither trustworthy nor untrustworthy 5	Count	67	26	17	10	14	-	2	7	23	25	10	2	30	35	39	28	19	14	19	6	3	4	39	9	38 (C)	20	9	42 (C)	16	6 (C)	55 (C)	6	3	58 (C)	6	3	58 (C)		
	%	27%	34%	26%	16%	33%	-	25%	23%	29%	29%	21%	25%	28%	26%	28%	25%	25%	24%	28%	23%	46%	30%	22%	36%	24%	31%	35%	18%	26%	34%	18%	35%	36%	8%	21%	39%	7%		
	Count	8	4	3	2	-	-	-	-	1	5	1	1	-	6	2	3	5	3	2	1	6	2	2	6	-	5	3	-	7	1	-	7	1	-	7	1	-		
4	Count	3	2	3	-	-	-	-	3	3%	6%	1%	2%	-	3%	4%	3%	2%	4%	3%	2	1	1	4	-	3%	5%	3%	-	5	3	-	7	1	-	7	1	-		
	%	3%	5%	3%	3%	-	-	-	7%	3%	2%	-	-	4%	2%	3%	2%	3%	3%	1%	4%	-	-	11%	1%	2%	-	4%	2%	-	4%	-	1%	3%	-	-	4%	-		
	Count	6	2	3	-	1	-	-	2	2	2	-	-	4	2	4	2	2	2	1	1	-	-	2	1	3	-	4	2	-	5	1	1	5	-	-	6	-		
3	Count	3	2	3	-	1	-	-	2	2	2	-	-	4	2	4	2	2	2	1	1	-	-	2	1	3	-	4	2	-	5	1	1	5	-	-	6	-		
	%	2%	3%	5%	-	2%	-	-	7%	3%	2%	-	-	4%	2%	3%	2%	3%	3%	1%	4%	-	-	11%	1%	2%	-	4%	2%	-	4%	-	1%	3%	-	-	4%	-		
	Count	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
2	Count	1	1	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
	%	0%	1%	-	-	-	-	-	-	-	-	-	-	1%	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
	Count	6	2	-	3	1	-	-	2	2	2	-	-	4	2	3	3	2	-	3	1	-	-	2	1	3	1	1	4	1	2	3	-	5	1	3 (B)	3	-		
1	Count	2	2	-	-	-	-	-	7%	3%	2%	-	-	4%	2	-	2	-	3%	2	-	1	1	-	11%	1%	2%	3%	2%	3%	-	3%	1%	21%	2%	-	1 (B)	2	-	
	%	1%	-	-	-	-	-	-	13%	-	-	-	-	13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
	Count	2	-	-	1	1	-	-	1 (D)	-	-	-	-	1 (C)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Very untrustworthy 0	Count	2	-	-	1	1	-	-	13%	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
	%	1%	-	-	2%	2%	-	-	13%	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-				

Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q14 How trustworthy or untrustworthy do you consider each of the following organisations? - Royal Society of Medicine (RSM)

Base: All

		Total	S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			Hospital/secondary Care																																											
			GP	Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy								
Count	%	77	65	63	43	2	8	30	79	85	48	8	109	133	141	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89								
Total	Count	129	34	41	34	19	1	5	14	40	45	25	5	54	70	70	59	43	29	32	14	5	6	7	30	92	10	48	71 (A B)	15	49	65 (A B)	9	58	62 (B)	5	48	76 (A B)								
Trustworthy	%	52%	44%	63%	54%	44%	50%	63%	47%	51%	52%	63%	53%	51%	53%	57%	50%	47%	54%	38%	4	9	37	70	28	34	12	8	4	9	37	70	28	34	12	8	4	9	37	70						
Neither	Count	116	41	24	27	23	1	3	14	38	38	23	3	52	61	65	51	30	28	34	12	8	4	9	37	70	19 (C)	59 (C)	38	19 (C)	73 (C)	24	6	94 (C)	16	5	98 (C)	13								
Untrustworthy	%	46%	53%	37%	43%	53%	50%	38%	47%	48%	45%	48%	38%	48%	46%	47%	46%	40%	48%	50%	46%	62%	40%	50%	55%	42%	66%	55%	34%	56%	58%	26%	35%	61%	20%	36%	67%	15%								
	Count	5	2	-	2	1	-	-	2	1	2	-	-	3	2	3	2	2	1	2	-	-	-	2 (C)	-	3	-	1	4	-	3	2	2 (B)	2	1	4 (B)	1	-								
	%	2%	3%	-	3%	2%	-	-	7%	1%	2%	-	-	3%	2%	2%	2%	3%	2%	3%	-	-	-	11%	-	2%	-	1%	4%	-	2%	2%	12%	1%	1%	29%	1%	-								



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q14 How trustworthy or untrustworthy do you consider each of the following organisations? - Royal Society of Medicine (RSM)

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI						
		GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy					
Total	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)						
Total	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89					
Count	8	7	8	8	7	7	9	8	8	8	8	8	8	8	8	8	8	8	8	7	8	9	7	8	7	8	7	8	8	7	8	7	8	7	8	7	8	7				
Mean	8	7	8	8	7	7	9	8	8	8	8	8	8	8	8	8	8	8	7	8	9	7	8	7	8	7	8	8	7	8	7	8	7	8	7	8	7					
Median	8	7	8	8	7	7	9	8	8	8	8	8	8	8	8	8	8	8	7	8	9	7	8	7	8	7	8	8	7	8	7	8	7	8	7	8	7					
Count	23	4	6	9	3	1	1	3	8	7	4	1	11	11	9	14	6	4	9	-	2	2	2	8	13	3	6	14	4	7	12	2	11	10	2	8	13	(B)				
%	9%	5%	9%	14%	7%	50%	13%	10%	9%	8%	8%	13%	10%	8%	10%	10%	8%	7%	13%	-	15%	20%	11%	12%	8%	10%	12%	6%	12%	8%	12%	7%	15%	12%	5%	14%	2	10	14	(B)		
9	Count	26	5	7	10	9	2	2	7	8	5	7	1	10	15	13	7	13	7	4	2	9	2	2	1	5	7	18	2	9	15	7	2	10	14	(B)	2	6	20	(B)		
%	10%	6%	15%	14%	5%	-	13%	10%	9%	9%	15%	13%	9%	11%	9%	12%	9%	7%	13%	12%	15%	10%	6%	10%	11%	7%	8%	13%	6%	17%	16%	12%	6%	18%	-	4%	22%	-	4%	22%		
8	Count	44	17	13	10	4	-	-	5	7	19	13	(C)	-	12	32	(B)	25	19	17	11	7	1	2	3	11	30	2	19	23	3	22	19	4	21	19	3	17	24	(B)		
%	18%	22%	20%	16%	9%	-	-	-	10%	8%	22%	27%	-	11%	24%	18%	17%	23%	19%	10%	23%	8%	20%	17%	16%	18%	7%	18%	20%	9%	18%	21%	24%	14%	24%	21%	12%	17%	27%	-	20%	6%
7	Count	36	8	12	6	10	-	3	(E)	3	18	(E)	11	1	12	23	13	13	10	7	5	-	1	4	31	(B)	3	14	19	6	11	19	(B)	1	16	19	(B)	-	17	19	(B)	
%	14%	10%	18%	10%	23%	-	38%	10%	23%	13%	2%	19%	10	9%	17%	12%	17%	10%	19%	-	10%	12%	6%	19%	10%	13%	14	19	6%	11%	19	6%	10%	24%	-	12%	21%	-	12%	21%		
6	Count	35	14	11	4	6	-	1	7	8	10	9	1	15	14	3	11	13	7	15	2	13	19	24	12	7	23	12	2	23	7	21	6%	10%	24%	-	12%	21%				
%	14%	18%	17%	6%	14%	-	13%	23%	10%	12%	19%	13%	14%	13%	15%	17%	12%	9%	23%	15%	10%	17%	12%	15%	21%	16%	11%	15%	18%	8%	18%	16%	10%	-	20%	6%	-	20%	6%			
Neither trustworthy nor untrustworthy 5	Count	70	26	10	18	15	1	2	5	26	25	12	2	31	37	42	28	16	19	22	5	5	3	5	26	39	11	38	(C)	21	11	(C)	47	(C)	12	2	61	(C)	7	5	(C)	
%	28%	34%	15%	29%	36%	50%	25%	17%	33%	29%	26%	25%	28%	28%	30%	25%	21%	33%	32%	19%	38%	30%	28%	39%	24%	38%	35%	19%	32%	38%	13%	12%	40%	9%	36%	39%	1	36%	39%			
4	Count	11	1	3	5	2	-	2	4	3	2	-	6	5	6	5	6	1	2	6	1	3	7	2	4	5	3	5	3	5	1	9	1	9	1	10	(C)	1	-	10	(C)	
%	4%	1%	5%	8%	5%	-	7%	5%	4%	4%	5%	4%	6%	4%	5%	1%	3%	9%	4%	8%	-	6%	4%	4%	7%	4%	4%	9%	2%	5%	6%	6%	1%	-	7%	1%	-	7%	1%			
3	Count	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
2	Count	1	-	-	-	1	-	-	-	-	-	-	-	1	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
%	0%	-	-	-	2%	-	-	-	-	-	-	-	-	1%	-	1%	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
1	Count	3	2	-	1	-	-	2	1	-	-	-	3	-	2	1	2	-	1	2	-	-	-	2	(C)	-	1	-	-	-	3	-	1	2	-	2	(B)	1	-	-	2	(B)
%	1%	3%	-	2%	-	-	-	7%	1%	-	-	-	3%	-	1%	1%	3%	-	1%	2	-	-	11%	-	1%	-	1%	-	-	2%	-	6%	1%	-	6%	1%	-	14%	1%	-	14%	
Very untrustworthy 0	Count	1	-	-	-	1	-	-	-	-	-	-	-	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
%	0%	-	-	-	2%	-	-	-	-	-	-	-	-	1%	-	1%	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q14 How trustworthy or untrustworthy do you consider each of the following organisations? - The British Medical Association (BMA)

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		Total	GP (A)	Hospital/Seco ndary Care Doctor (B)	Nurse (C)	Pharmacist (D)	Other (E)	Under 25 (A)	25-34 (B)	35-44 (C)	45-54 (D)	55+ (E)	Under 25 (A)	25-44 (B)	44+ (C)	Male (A)	Female (B)	South East (A)	Midlands (B)	North (C)	Wales and South West (D)	Scotland (E)	Northern Ireland (F)	Unfamiliar (A)	Neither (B)	Familiar (C)	Unfavourable (A)	Neither (B)	Favourable (C)	Untrustworthy (A)	Neither (B)	Trustworthy (C)	Unfavourable (A)	Neither (B)	Favourable (C)	Untrustworthy (A)	Neither (B)	Trustworthy (C)		
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89		
Trustworthy	Count	126	34	32	36	22	2	3	13	36	44	30	3	49	74	65	61	40	29	36	11	5	5	8	32	86	13	43	70 (B)	16	52	58 (B)	7	54	65 (A B)	6	41	79 (A B)		
	%	50%	44%	49%	57%	51%	100%	38%	43%	46%	52%	63%	38%	45%	56%	47%	54%	53%	50%	42%	38%	12	8	44%	48%	52%	45%	40%	62%	47%	42%	64%	41%	35%	82%	43%	28%	89%		
Neither	Count	107	35	27	25	20	-	4	12	40	37	14	4	52	51	61	46	29	25	28	12	8	5	7	33	67	14	60 (C)	33	16	66 (C)	25	6	88 (C)	13	4	94 (A C)			
	%	43%	45%	42%	40%	47%	-	50%	40%	51%	44%	29%	50%	48%	38%	44%	41%	39%	43%	41%	46%	62%	50%	39%	49%	41%	48%	56%	29%	47%	53%	27%	35%	57%	16%	23%	64%	10%		
Untrustworthy	Count	17	8	6	2	1	-	1	5	3	4	1	8	8	8	12	5	6	4	4	3	-	-	3	2	12	2	5	10	2	7	8	4 (B C)	12	1	4 (B C)	12	1	4 (B C)	
	%	7%	10%	9%	3%	2%	-	13%	17%	4%	5%	8%	13%	7%	6%	9%	4%	8%	7%	6%	12%	-	-	17%	3%	7%	7%	7%	5%	10	2	7	8	5%	24%	8%	8%	1%		



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q14 How trustworthy or untrustworthy do you consider each of the following organisations? - The British Medical Association (BMA)

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI			
		GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy		
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)		
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89	
Very trustworthy 10	Mean	7	7	8	7	7	10	7	7	7	8	7	7	8	7	8	7	8	7	8	7	8	8	7	7	8	7	7	8	7	7	8	7	9	6	7	9		
	Median	8	7	7	8	8	10	7	7	7	8	9	7	7	8	7	8	8	7	8	7	7	8	7	7	8	7	7	8	7	7	8	7	9	6	7	9		
	Count	16	2	2	8	3	1 (A B)	-	2	6	6	2	-	8	8	3	13 (A)	8	8	7	-	2	2	2	6	8	1	5	10	3	5	8	1	5	10 (B)	1	4	11 (B)	
	%	6%	3%	3%	13%	7%	50%	-	7%	8%	7%	4%	-	7%	6%	2%	12%	4%	3%	10%	-	15%	20%	11%	9%	5%	3%	5%	9%	4%	9%	6%	3%	13%	7%	3%	12%		
	Count	32	8	8	12	4	-	1	5	7	10	9	1	12	19	14	18	12	5	10	2	2	1	-	6	26	-	11	21	-	13	19 (B)	3	7	22 (B)	1	4	27 (B)	
8	%	13%	10%	12%	19%	9%	-	13%	17%	9%	12%	19%	13%	11%	14%	10%	16%	16%	9%	15%	8%	15%	10%	-	9%	16%	-	10%	19%	-	10%	21%	18%	5%	28%	7%	3%	30%	
	Count	39	15	10	9	4	1	1	2	6	17	13 (C)	1	8	30 (B)	25	14	11	8	11	8	1	-	3	16	20	8	13	18	7	19	13	2	21	16	2	15	22 (B)	
	%	16%	19%	15%	14%	9%	50%	13%	7%	8%	20%	27%	13%	7%	23%	18%	13%	15%	14%	16%	31%	8%	-	17%	24%	12%	28%	12%	16%	21%	15%	14%	12%	20%	14%	10%	25%		
	Count	39	9	12	7	11	-	1	4	17	11	6	1	21	17	23	16	14	14	8	1	-	2	3	4	32 (B)	4	14	21	6	15	18	1	21	17	2	18	19	
	%	16%	12%	18%	11%	26%	-	13%	13%	22%	13%	13%	13%	19%	13%	17%	14%	19%	24%	12%	4%	-	20%	17%	6%	19%	14%	13%	19%	18%	12%	20%	6%	14%	22%	14%	12%		
6	Count	41	13	10	7	7	-	2	6	14	15	4	2	20	19	26	15	13	7	8	3	2	2	27	7	22	12	8	23	10	3	32 (C)	6	1	36 (C)	4	1	42 (C)	
	%	16%	18%	20%	11%	16%	-	25%	20%	18%	18%	8%	25%	18%	14%	19%	13%	17%	12%	12%	31%	23%	20%	11%	18%	16%	24%	20%	11%	24%	18%	11%	18%	21%	8%	7%	24%		
	Count	49	16	10	14	9	-	1	5	19	17	7	1	24	24	26	23	14	14	12	3	4	2	3	15	31	2	32 (A C)	15	5	33 (C)	11	2	43 (C)	4	-	45 (C)		
	%	20%	21%	15%	22%	21%	-	13%	17%	24%	20%	15%	13%	22%	18%	19%	21%	19%	24%	18%	12%	31%	20%	17%	22%	19%	7%	30%	13%	15%	26%	12%	12%	28%	5%	-	31%		
	Count	17	5	4	4	4	-	1	1	7	5	3	1	8	9	9	8	2	9	6	1	1	1	2	6	9	5	6	3	10	4	1	13	3	3 (C)	13 (C)	1	1	14 (C)
3	%	7%	6%	6%	6%	9%	-	13%	3%	9%	6%	6%	13%	7%	6%	7%	7%	3%	7%	12%	4%	8%	10%	11%	9%	5%	17%	6%	5%	9%	8%	4%	6%	8%	4%	-	21%		
	Count	6	4	2	-	-	-	-	-	2	4	-	-	6	5	1	3	2	1	-	-	-	-	1	5	1	3	2	1	3	2	4	-	-	-	5	1	1	
	%	2%	5%	3%	-	-	-	-	-	2%	8%	-	-	5%	4%	1%	4%	3%	1%	-	-	-	-	1%	3%	3%	3%	2%	3%	2%	3%	12%	3%	-	-	3%	-	3%	
	Count	1	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	1	-	-	1	-	1	-	1	-	1	-	1	-	1
	%	0%	1%	-	-	-	-	-	-	1%	-	-	-	1%	-	-	-	2%	-	-	-	-	-	-	-	1%	-	-	1%	-	1%	-	1%	-	-	1%	-	1%	
1	Count	5	3	-	1	1	-	-	2	2	1	-	-	4	1	4	1	3	-	2	-	-	-	2 (C)	-	3	-	1	4	-	4	1	1	3	1	3 (B)	2	-	-
	%	2%	4%	-	2%	2%	-	-	7%	3%	1%	-	-	4%	1%	3%	1%	4%	-	3%	-	-	11%	-	2%	-	1%	4%	-	3%	1%	6%	4%	2%	1%	4%	1%	-	-
	Count	5	-	-	4	1	-	1	3	-	-	-	1	1	2	3	3	-	1	1	3	-	-	1	1	3	-	1	1	3	1	4	1	4	-	-	1	4	3
	%	2%	-	-	6%	2%	-	13%	10%	-	1%	-	13%	3%	1%	1%	3%	-	2%	1%	12%	-	-	6%	1%	2%	3%	1%	3%	1%	3%	6%	3%	-	7%	3%	-	-	
	Count	5	-	-	4	1	-	1	3	-	-	-	1 (C)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

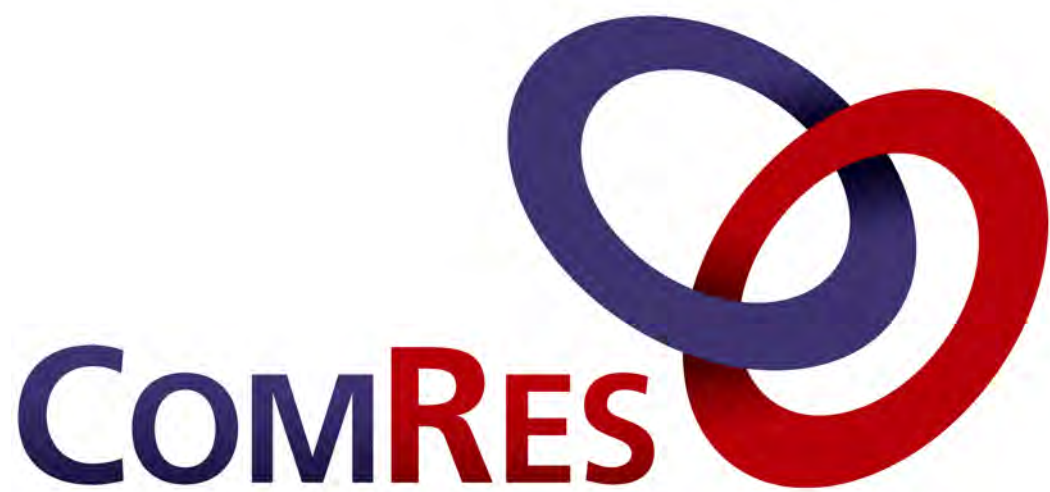


Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q14 How trustworthy or untrustworthy do you consider each of the following organisations? - Public Health England (PHE)

Base: All

		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP (A)	Hospital/Seco ndary Care Doctor (C)	Nurse (D)	Pharmacist (E)	Other (F)	Under 25 (A)	25-34 (B)	35-44 (C)	45-54 (D)	55+ (E)	Under 25 (A)	25-44 (B)	44+ (C)	Male (A)	Female (B)	South East (A)	Midlands (B)	North (C)	Wales and South West (D)	Scotland (E)	Northern Ireland (F)	Unfamiliar (A)	Neither (B)	Familiar (C)	Unfavourable (A)	Neither (B)	Favourable (C)	Untrustworthy (A)	Neither (B)	Trustworthy (C)	Unfavourable (A)	Neither (B)	Favourable (C)	Untrustworthy (A)	Neither (B)	Trustworthy (C)			
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	2	17	154	79	14	147	89		
Trustworthy	Count	122	31	31	39	19	2	4	15	37	45	21	4	52	66	60	62	34	31	35	15	4	3	7	31	84	16	37	69 (B)	20 (B)	40	62 (B)	6	56	60 (A B)	4	45	73 (A B)			
	%	49%	40%	48%	62%	44%	100%	50%	50%	47%	53%	44%	50%	48%	50%	43%	55%	45%	53%	51%	58%	31%	30%	39%	46%	51%	34%	59%	59%	32%	32%	38%	76%	35%	38%	29%	31%	82%			
Neither	Count	120	42	33	22	23	-	4	14	38	39	26	4	52	64	72	48	39	25	30	11	9	6	10	34	76	12	69 (C)	61%	59%	80 (A C)	26	17	93 (C)	5	100 (A C)	15				
	%	48%	55%	51%	35%	53%	-	50%	47%	48%	45%	54%	50%	48%	48%	52%	43%	44%	43%	44%	42%	69%	60%	56%	51%	46%	41%	64%	35%	41%	64%	29%	59%	60%	22%	36%	68%	17%			
Untrustworthy	Count	8	4	1	2	1	-	-	1	4	2	1	-	5	3	6	2	2	2	3	-	-	1	1	2	5	1	2	5	-	5	3	2	1	5	2	5 (B C)	2	1		
	%	3%	5%	2%	3%	2%	-	-	3%	5%	2%	2%	-	5%	2%	4%	2%	3%	3%	4%	-	-	10%	6%	3%	3%	3%	2%	4%	-	4%	3%	3%	36%	1%	1%					



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q14 How trustworthy or untrustworthy do you consider each of the following organisations? - Public Health England (PHE)

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI			
		GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy		
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)		
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89	
	Mean	8	7	7	8	8	7	8	8	8	8	8	7	8	8	7	8	8	8	7	7	7	7	7	7	8	8	7	8	8	7	8	7	9	5	7	9		
	Median	7	7	7	9	7	10	7	8	7	8	7	7	7	7	7	8	8	8	8	6	7	7	7	8	8	8	7	9	8	7	7	9	6	7	9			
Very trustworthy 10	Count	19	6	2	8	2	1 (B)	1	1	8	6	3	1	9	9	5	14 (A)	4	2	8	1	2	2	4	13	4	11	2	4	11 (B)	1	9	9	1	7	11			
	%	8%	8%	3%	13%	5%	50%	13%	3%	10%	7%	6%	13%	8%	7%	4%	13%	5%	3%	12%	4%	15%	20%	11%	7%	7%	7%	4%	12%	12%	3%	12%	6%	11%	7%	5%	12%		
9	Count	24	4	8	7	5	-	1	3	9	8	3	1	12	11	12	12	9	6	5	3	1	-	-	6	18	3	9	12	3	7	14 (B)	1	9	14 (B)	-	7	17 (B)	
	%	10%	5%	12%	11%	12%	-	13%	10%	11%	9%	6%	13%	11%	8%	9%	11%	12%	10%	7%	12%	10%	-	-	9%	11%	10%	8%	11%	9%	15%	6%	18%	-	5%	19%			
8	Count	51	14	10	17	9	1	-	4	13	20	14	-	17	34	29	22	14	17	13	7	-	-	3	10	38	6	12	33 (B)	6	19	26	2	17	32 (B)	2	13	36 (B)	
	%	20%	18%	15%	27%	21%	50%	-	13%	16%	24%	29%	-	16%	26%	21%	20%	19%	29%	19%	27%	-	-	17%	15%	23%	21%	11%	29%	18%	15%	29%	12%	11%	41%	14%	9%	40%	
7	Count	28	7	11	7	3	-	2	7 (E)	7	11	1	2	14	12	14	14	7	6	9	4	1	1	2	10	16	5	12	11	7	10	11	2	21	5	1	18	9	
	%	11%	9%	17%	11%	7%	-	25%	23%	9%	13%	2%	25%	13%	9%	10%	13%	9%	10%	13%	15%	8%	10%	15%	10%	17%	11%	10%	21%	8%	12%	14%	6%	7%	12%	10%			
6	Count	49	19	16	5	9	-	-	7	17	14	11	-	24	25	31	18	17	11	12	6	1	2	4	10	35	3	28	18	5	33 (C)	11	4	35	10	2	38 (C)	9	
	%	20%	25%	25%	8%	21%	-	-	23%	22%	16%	23%	-	22%	19%	22%	16%	23%	19%	18%	23%	8%	20%	22%	15%	21%	10%	26%	16%	15%	26%	12%	24%	23%	13%	14%	26%	10%	
Neither trustworthy nor untrustworthy 5	Count	53	18	11	13	11	-	2	6	16	18	11	2	22	29	31	22	18	8	12	4	7 (B)	4	5	17	31	5	32 (C)	16	5	36 (C)	12	3	45 (C)	5	1	48 (C)	4	
	%	21%	23%	17%	21%	26%	-	25%	20%	21%	23%	23%	25%	22%	20%	22%	20%	24%	14%	18%	15%	54%	40%	28%	19%	17%	30%	14%	15%	29%	13%	18%	29%	6%	7%	33%	4%		
4	Count	18	5	6	4	3	-	2	1	5	6	4	2	6	10	8	10	4	6	1	1	-	-	1	7	10	4	9	5	4	11	3	3 (C)	13	2	14	2		
	%	7%	6%	9%	6%	7%	-	25%	3%	6%	7%	8%	25%	6%	8%	7%	7%	5%	10%	9%	4%	8%	-	6%	10%	6%	14%	8%	4%	12%	9%	3%	18%	8%	3%	14%	10%	2%	
3	Count	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
2	Count	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	1	
	%	0%	1%	-	-	-	-	-	-	-	-	2%	-	-	1%	1%	-	2%	-	-	-	-	-	1%	-	-	-	1%	-	-	-	-	-	1%	-	-	-	1%	
1	Count	5	3	-	1	1	-	-	1	3	1	-	-	4	1	4	1	2	-	2	-	-	1	-	4	-	-	1	4	-	3	2	-	4	1	3 (B)	2	-	-
	%	2%	4%	-	2%	2%	-	-	3%	4%	1%	-	-	4%	1%	3%	1%	3%	-	3%	-	1	10%	6%	-	2%	-	1%	4%	-	2%	2%	-	3%	1%	21%	1%	-	-
Very untrustworthy 0	Count	2	-	1	1	-	-	-	-	1	-	-	-	1	1	-	1	-	1	-	-	-	-	-	1	-	1	-	1	-	1	-	1	2	-	-	-	-	
	%	1%	-	2%	2%	-	-	-	-	1%	1%	-	-	1%	1%	1%	1%	-	2%	1%	-	-	-	-	1%	-	3%	-	1%	-	1%	-	6%	1%	-	14%	-	-	-



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q14 How trustworthy or untrustworthy do you consider each of the following organisations? - Association of the British Pharmaceutical Industry (ABPI)

Base: All

		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP (A)	Hospital/Seco ndary Care Doctor (B)	Nurse (C)	Pharmacist (D)	Other (E)	Under 25 (A)	25-34 (B)	35-44 (C)	45-54 (D)	55+ (E)	Under 25 (A)	25-44 (B)	44+ (C)	Male (A)	Female (B)	South East (A)	Midlands (B)	North (C)	Wales and South West (D)	Scotland (E)	Northern Ireland (F)	Unfamiliar (A)	Neither (B)	Familiar (C)	Unfavourable (A)	Neither (B)	Favourable (C)	Untrustworthy (A)	Neither (B)	Trustworthy (C)	Unfavourable (A)	Neither (B)	Favourable (C)	Untrustworthy (A)	Neither (B)	Trustworthy (C)			
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	2	68	26	13	10	18	67	165	29	108	2	113	34	125	91	2	17	154	79	14	147	89
Trustworthy	Count	89	21	23	23	21	1	3	9	26	27	24	3	35	51	49	40	25	23	25	9	4	3	5	19	65	2	23	64 (A B)	4	33	52 (A B)	2	19	68 (A B)	-	-	89			
	%	36%	27%	35%	37%	49%	50%	38%	30%	33%	32%	50%	38%	32%	38%	36%	36%	33%	40%	37%	35%	31%	30%	28%	39%	7%	21%	57%	12%	26%	12%	86%	-	-	100%						
Neither	Count	147	52	39	37	18	1	5	19	48	54	21	5	67	75	79	68	46	32	38	16	8	7	11	46	90	22 (C)	82 (C)	43	24 (C)	87 (C)	36	10	-	147	-	-				
	%	59%	68%	60%	59%	42%	50%	63%	63%	61%	64%	44%	63%	61%	56%	57%	61%	61%	55%	56%	62%	62%	70%	61%	69%	55%	76%	76%	71%	70%	47%	84%	13%	-	100%	-	-				
Untrustworthy	Count	14	4	3	3	4	-	-	2	5	4	3	-	7	7	10	4	4	3	5	1	1	-	2	2	10	5 (B)	3	6	6 (B C)	5	3	7 (B C)	6	1	14	-	-			
	%	6%	5%	5%	5%	9%	-	-	7%	6%	5%	6%	-	6%	5%	7%	4%	5%	5%	7%	4%	8%	-	11%	3%	6%	17%	3%	5%	18%	4%	3%	41%	4%	1%	100%	-	-			



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q14 How trustworthy or untrustworthy do you consider each of the following organisations? - Association of the British Pharmaceutical Industry (ABPI)

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.								Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		Hospital/Secondary Care					Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy				
		GP	Doctor	Nurse	Pharmacist	Other																																			
		(A)	(B)	(C)	(D)	(E)																																			
		Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89	
Mean	7	7	7	7	7	8	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	6	7	7	7	7	6	7	8	7	6	7	8	5	6	9	3	6		
Median	7	6	7	6	7	8	7	7	7	7	6	8	7	7	6	7	6	7	6	7	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6		
Very trustworthy 10	Count	11	-	3	4	3	1 (B)	1	2	3	3	2	1	5	5	3	8	4	1	4	-	1	1	1	3	7	-	1	10 (B)	1	1	9 (B)	-	2	9 (B)	-	-	11			
	%	4%	-	5%	6%	7%	50%	13%	7%	4%	4%	4%	13%	5%	4%	2%	7%	5%	2%	6%	-	8%	10%	6%	4%	4%	-	1%	9%	3%	1%	10%	-	1%	11%	-	-	12%			
9	Count	20	5	5	6	4	-	1	3	5	5	6	1	8	10	10	3	3	10	1	2	1	1	5	14	-	6	14	-	5	15 (B)	1	2	17 (B)	-	-	20				
	% <th>8%</th> <th>6%</th> <th>8%</th> <th>10%</th> <th>9%</th> <th>-</th> <th>13%</th> <th>10%</th> <th>6%</th> <th>6%</th> <th>13%</th> <th>13%</th> <th>7%</th> <th>9%</th> <th>9%</th> <th>4%</th> <th>5%</th> <th>15%</th> <th>4%</th> <th>15%</th> <th>10%</th> <th>6%</th> <th>7%</th> <th>8%</th> <th>-</th> <th>6%</th> <th>12%</th> <th>-</th> <th>4%</th> <th>16%</th> <th>-</th> <th>1%</th> <th>22%</th> <th>-</th> <th>-</th> <th>22%</th>	8%	6%	8%	10%	9%	-	13%	10%	6%	6%	13%	13%	7%	9%	9%	4%	5%	15%	4%	15%	10%	6%	7%	8%	-	6%	12%	-	4%	16%	-	1%	22%	-	-	22%				
8	Count	34	12	9	8	5	-	-	2	11	12	9	-	13	21	21	13	9	11	8	4	1	1	5	28	-	10	24 (B)	-	16	18	-	6	28 (B)	-	-	34				
	% <th>14%</th> <th>16%</th> <th>14%</th> <th>13%</th> <th>12%</th> <th>-</th> <th>-</th> <th>7%</th> <th>14%</th> <th>14%</th> <th>19%</th> <th>-</th> <th>12%</th> <th>16%</th> <th>15%</th> <th>12%</th> <th>12%</th> <th>19%</th> <th>12%</th> <th>15%</th> <th>8%</th> <th>10%</th> <th>6%</th> <th>7%</th> <th>17%</th> <th>-</th> <th>9%</th> <th>21%</th> <th>-</th> <th>13%</th> <th>20%</th> <th>-</th> <th>4%</th> <th>35%</th> <th>-</th> <th>-</th>	14%	16%	14%	13%	12%	-	-	7%	14%	14%	19%	-	12%	16%	15%	12%	12%	19%	12%	15%	8%	10%	6%	7%	17%	-	9%	21%	-	13%	20%	-	4%	35%	-	-				
7	Count	24	4	6	5	9 (A)	-	1	2	7	7	7	1	9	14	15	9	8	3	4	-	-	2	2	6	16	2	6	16	3	11	10	1	9	14 (B)	-	-	24			
	% <th>10%</th> <th>5%</th> <th>9%</th> <th>8%</th> <th>21%</th> <th>-</th> <th>13%</th> <th>7%</th> <th>9%</th> <th>8%</th> <th>15%</th> <th>13%</th> <th>8%</th> <th>11%</th> <th>8%</th> <th>12%</th> <th>14%</th> <th>4%</th> <th>15%</th> <th>-</th> <th>-</th> <th>11%</th> <th>9%</th> <th>10%</th> <th>7%</th> <th>6%</th> <th>14%</th> <th>9%</th> <th>6%</th> <th>11%</th> <th>6%</th> <th>18%</th> <th>-</th> <th>-</th> <th>27%</th>	10%	5%	9%	8%	21%	-	13%	7%	9%	8%	15%	13%	8%	11%	8%	12%	14%	4%	15%	-	-	11%	9%	10%	7%	6%	14%	9%	6%	11%	6%	18%	-	-	27%					
6	Count	36	14	10	6	6	-	1	6	15	11	3	1	21	17	19	12	9	7	7	-	1	1	10	26	5	19	12	5	16	15	1	27	8	-	- <th>36</th>	36				
	% <th>14%</th> <th>18%</th> <th>15%</th> <th>10%</th> <th>14%</th> <th>-</th> <th>13%</th> <th>20%</th> <th>19%</th> <th>13%</th> <th>6%</th> <th>13%</th> <th>19%</th> <th>11%</th> <th>12%</th> <th>17%</th> <th>16%</th> <th>16%</th> <th>10%</th> <th>27%</th> <th>-</th> <th>10%</th> <th>-</th> <th>15%</th> <th>16%</th> <th>17%</th> <th>18%</th> <th>11%</th> <th>15%</th> <th>13%</th> <th>16%</th> <th>6%</th> <th>18%</th> <th>10%</th> <th>-</th> <th>24%</th>	14%	18%	15%	10%	14%	-	13%	20%	19%	13%	6%	13%	19%	11%	12%	17%	16%	16%	10%	27%	-	10%	-	15%	16%	17%	18%	11%	15%	13%	16%	6%	18%	10%	-	24%				
Neither trustworthy nor untrustworthy 5	Count	90	30	24	27	9	-	2	12	25	37	14	2	37	51	48	42	30	20	22	7	6	5	8	32 (C)	50	13 (C)	53 (C)	24	14 (C)	58 (C)	18	3 (C)	86 (A C)	1	-	90				
	% <th>36%</th> <th>39%</th> <th>37%</th> <th>43%</th> <th>21%</th> <th>-</th> <th>25%</th> <th>40%</th> <th>32%</th> <th>44%</th> <th>29%</th> <th>25%</th> <th>34%</th> <th>38%</th> <th>35%</th> <th>38%</th> <th>40%</th> <th>34%</th> <th>32%</th> <th>27%</th> <th>46%</th> <th>50%</th> <th>44%</th> <th>48%</th> <th>30%</th> <th>45%</th> <th>49%</th> <th>21%</th> <th>41%</th> <th>46%</th> <th>20%</th> <th>18%</th> <th>1%</th> <td>-</td> <th>61%</th>	36%	39%	37%	43%	21%	-	25%	40%	32%	44%	29%	25%	34%	38%	35%	38%	40%	34%	32%	27%	46%	50%	44%	48%	30%	45%	49%	21%	41%	46%	20%	18%	1%	-	61%					
4	Count	21	8	5	4	3	1	2	1	6	4	2	9	10	14	7	4	3	9	2	2	3	4	3	4	14	4	10	7	5	13	3	4 (C)	16 (C)	1	-	21				
	% <th>8%</th> <th>10%</th> <th>8%</th> <th>6%</th> <th>7%</th> <th>50%</th> <th>25%</th> <th>3%</th> <th>10%</th> <th>7%</th> <th>8%</th> <th>25%</th> <th>8%</th> <th>10%</th> <th>6%</th> <th>5%</th> <th>5%</th> <th>13%</th> <th>8%</th> <th>15%</th> <th>10%</th> <th>17%</th> <th>6%</th> <th>8%</th> <th>14%</th> <th>9%</th> <th>6%</th> <th>15%</th> <th>3%</th> <th>24%</th> <th>10%</th> <th>1%</th> <td>-</td> <th>14%</th>	8%	10%	8%	6%	7%	50%	25%	3%	10%	7%	8%	25%	8%	10%	6%	5%	5%	13%	8%	15%	10%	17%	6%	8%	14%	9%	6%	15%	3%	24%	10%	1%	-	14%						
3	Count	5	2	1	1	1	-	-	1	1	2	1	-	2	3	4	1	2	1	1	1	-	-	1	-	4	2	2	1	3 (B)	2	-	-	5	-	-					
	% <th>2%</th> <th>3%</th> <th>2%</th> <th>2%</th> <th>2%</th> <th>-</th> <th>-</th> <th>3%</th> <th>1%</th> <th>2%</th> <th>2%</th> <th>-</th> <th>2%</th> <th>2%</th> <th>3%</th> <th>1%</th> <th>3%</th> <th>2%</th> <th>1%</th> <th>4%</th> <th>-</th> <th>-</th> <th>6%</th> <th>-</th> <th>2%</th> <th>7%</th> <th>2%</th> <th>1%</th> <th>9%</th> <th>2%</th> <th>-</th> <th>18%</th> <th>1%</th> <td>-</td> <th>36%</th>	2%	3%	2%	2%	2%	-	-	3%	1%	2%	2%	-	2%	2%	3%	1%	3%	2%	1%	4%	-	-	6%	-	2%	7%	2%	1%	9%	2%	-	18%	1%	-	36%					
2	Count	3	1	-	1	1	-	-	-	1	1	1	-	1	2	1	2	-	-	3	-	-	-	2	1	-	1	-	2	1	1	1	1	1	3	-	-	3			
	% <th>1%</th> <th>1%</th> <th>-</th> <th>2%</th> <th>2%</th> <th>-</th> <th>-</th> <th>-</th> <th>1%</th> <th>1%</th> <th>1%</th> <th>-</th> <th>1%</th> <th>2%</th> <th>1%</th> <th>2%</th> <th>-</th> <th>-</th> <th>4%</th> <th>-</th> <th>-</th> <th>-</th> <th>1%</th> <th>1%</th> <th>3%</th> <th>-</th> <th>2%</th> <th>3%</th> <th>1%</th> <th>6%</th> <th>1%</th> <th>1%</th> <th>21%</th> <th>-</th> <th>-</th>	1%	1%	-	2%	2%	-	-	-	1%	1%	1%	-	1%	2%	1%	2%	-	-	4%	-	-	-	1%	1%	3%	-	2%	3%	1%	6%	1%	1%	21%	-	-					
1	Count	3	1	1	1	-	-	-	1	1	1	-	-	2	1	2	1	1	1	1	1	-	-	1	1	1	1	1	1	1	1	1	1	2	1	-	-	3			
	% <th>1%</th> <th>1%</th> <th>2%</th> <th>2%</th> <th>-</th> <th>-</th> <th>-</th> <th>3%</th> <th>1%</th> <th>1%</th> <th>-</th> <th>-</th> <th>1%</th> <th>1%</th> <th>1%</th> <th>1%</th> <th>2%</th> <th>1%</th> <th>-</th> <th>1%</th> <th>-</th> <th>6%</th> <th>1%</th> <th>3%</th> <th>1%</th> <th>-</th> <th>2%</th> <th>3%</th> <th>1%</th> <th>6%</th> <th>1%</th> <th>1%</th> <th>21%</th> <th>-</th> <th>-</th>	1%	1%	2%	2%	-	-	-	3%	1%	1%	-	-	1%	1%	1%	1%	2%	1%	-	1%	-	6%	1%	3%	1%	-	2%	3%	1%	6%	1%	1%	21%	-	-					
Very untrustworthy 0	Count	3	1	-	2	-	-	-	2	1	-	-	-	2	1	3	-	1	1	-	1	-	-	-	3	1	1	2	2	1	-	2 (B)	1	2	-	-	3				
	% <th>1%</th> <th>-</th> <th>2%</th> <th>-</th> <th>5%</th> <th>-</th> <th>-</th> <th>-</th> <th>3%</th> <th>-</th> <th>2%</th> <th>-</th> <th>2%</th> <th>1%</th> <th>2%</th> <th>-</th> <th>1%</th> <th>2%</th> <th>-</th> <th>-</th> <th>8%</th> <th>-</th> <th>-</th> <th>2%</th> <th>3%</th> <th>-</th> <th>2%</th> <th>6%</th> <th>-</th> <th>1%</th> <th>12%</th> <th>1%</th> <td>-</td> <th>21%</th> <th>-</th> <th>-</th>	1%	-	2%	-	5%	-	-	-	3%	-	2%	-	2%	1%	2%	-	1%	2%	-	-	8%	-	-	2%	3%	-	2%	6%	-	1%	12%	1%	-	21%	-	-				



Q14 How trustworthy or untrustworthy do you consider each of the following organizations? - Summary tables

Reputation of the Pharmaceutical Industry Among Healthcare Professionals

		Q14 How trustworthy or untrustworthy do you consider each of the following organisations?											Nets			
		Very untrustworthy 0	1	2	3	4	Neither trustworthy nor untrustworthy 5	6	7	8	9	Very trustworthy 10	Untrustworthy (0-3)	Neither (4-6)	Trustworthy (7-10)	
	Total															Mean
Royal Society of Medicine (RSM)	250	1	3	1	-	11	70	35	38	44	26	23	5	116	129	8
	100%	0%	1%	0%	-	4%	28%	14%	14%	18%	10%	9%	2%	46%	52%	
Public Health England (PHE)	250	2	5	1	-	18	53	49	28	51	24	19	8	120	122	8
	100%	1%	2%	0%	-	7%	21%	20%	11%	20%	10%	8%	3%	48%	49%	
The British Medical Association (BMA)	250	5	5	1	6	17	49	41	39	39	32	16	17	107	126	7
	100%	2%	2%	0%	2%	7%	20%	16%	16%	16%	13%	6%	7%	43%	50%	
Royal College of Nurses (RCN)	250	2	6	1	6	8	67	38	43	34	26	19	15	113	122	7
	100%	1%	2%	0%	2%	3%	27%	15%	17%	14%	10%	8%	6%	45%	49%	
General Medical Council (GMC)	250	8	9	2	7	14	53	32	37	33	35	20	26	99	125	7
	100%	3%	4%	1%	3%	6%	21%	13%	15%	13%	14%	8%	10%	40%	50%	
Association of the British Pharmaceutical Industry (ABPI)	250	3	3	3	5	21	90	36	24	34	20	11	14	147	89	7
	100%	1%	1%	1%	2%	8%	36%	14%	10%	14%	8%	4%	6%	59%	36%	
Association of British Healthcare Industries (ABHI)	250	-	5	1	4	18	116	31	26	28	14	7	10	165	75	7
	100%	-	2%	0%	2%	7%	46%	12%	10%	11%	6%	3%	4%	66%	30%	

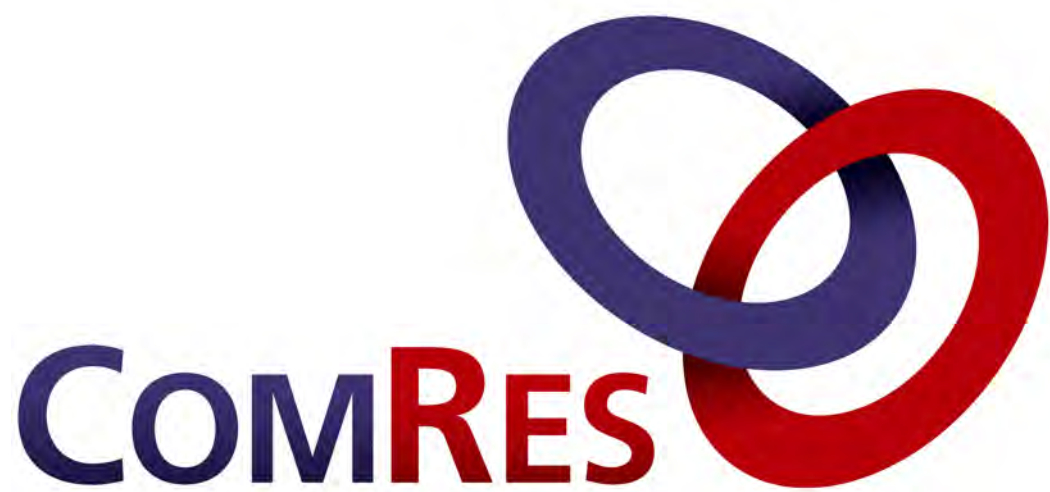


Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q15 How important or otherwise do you think that each of these initiatives are in boosting the reputation of the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK? - Providing interactive resources for school websites, with science content for students, teachers and parents, which supports the National Curriculum

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located						Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI			
		Total	GP (A)	Hospital/Seco ndary Care Doctor (B)	Nurse (C)	Pharmacist (D)	Other (E)	Under 25 (A)	25-34 (B)	35-44 (C)	45-54 (D)	55+ (E)	Under 25 (A)	25-44 (B)	44+ (C)	Male (A)	Female (B)	South East (A)	Midlands (B)	North (C)	Wales and South West (D)	Scotland (E)	Northern Ireland (F)	Unfamiliar (A)	Neither (B)	Familiar (C)	Unfavourable (A)	Neither (B)	Favourable (C)	Untrustworthy (A)	Neither (B)	Trustworthy (C)	Unfavourable (A)	Neither (B)	Favourable (C)	Untrustworthy (A)	Neither (B)	Trustworthy (C)		
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89		
Important	Count	127	30	31	42 (A)	23	1	4	15	38	42	28	4	53	70	56	71 (A)	46	24	34	12	8	3	7	32	88	11	45	71 (A B)	14	59	54	4	67	56 (A B)	2	60	65 (A B)		
	%	51%	39%	48%	67%	53%	50%	50%	50%	48%	49%	58%	50%	49%	53%	41%	63%	61%	41%	50%	46%	62%	3	39%	48%	53%	38%	42%	63%	41%	47%	54%	4	67	71%	14%	41%	73%		
Neither	Count	105	40	28	18	18	1	3	13	33	37	19	3	46	56	38	23	31	29	14	4	4	10	31	64	15	58 (C)	32	17	61 (C)	27	49	59	10 (C)	74 (C)	21	7	77 (C)	21	
	%	42%	52%	43%	29%	42%	50%	38%	43%	42%	44%	40%	38%	42%	42%	48%	35%	31%	53%	43%	54%	31%	40%	56%	46%	39%	52%	54%	28%	50%	49%	30%	48%	27%	50%	5	50%	52%	24%	
Not important	Count	18	7	6	3	2	-	1	2	8	6	1	1	10	7	16 (B)	2	3	5	-	1	3	1	4	13	3	5	10	3	5	10	3 (C)	13	2	5 (B C)	10	3	5	10	3
	%	7%	9%	9%	5%	5%	-	13%	7%	10%	7%	2%	13%	9%	5%	12%	2%	8%	5%	7%	-	8%	30%	6%	8%	8%	10%	5%	9%	9%	4%	11%	18%	8%	3%	36%	7%	3%	3%	



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q15 How important or otherwise do you think that each of these initiatives are in boosting the reputation of the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK? - Providing interactive resources for school websites, with science content for students, teachers and parents, which supports the National Curriculum

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located:							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy			
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)			
Total	Count	250	77	65	63	43	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89			
	Mean	8	7	8	8	8	8	7	8	7	8	7	7	8	7	8	8	7	8	8	8	6	7	8	8	7	7	8	7	8	8	6	7	8	6	7	8			
	Median	8	7	7	9	8	9	8	8	7	8	8	7	8	7	8	7	8	7	8	7	8	7	7	8	8	7	7	8	7	8	7	8	7	8	7	8			
Very important 10	Count	23	6	7	9	1	-	1	5	5	7	5	1	10	12	6	17 (A)	9	1	16	2	2	-	2	8	13	3	9	11	3	12	8	-	15	8	-	12	11		
	%	9%	8%	11%	14%	2%	-	13%	17%	6%	8%	10%	13%	9%	9%	4%	15%	12%	2%	13%	8%	15%	-	11%	12%	8%	10%	8%	10%	9%	10%	9%	-	10%	10%	-	8%	12%		
9	Count	26	4	5	12	4	1	1	1	6	12	6	1	7	18	6	20 (A)	6	4	11	3	1	1	2	3	21	1	5	20 (B)	3	9	14	-	14	12	1	9	16 (B)		
	%	10%	5%	8%	19%	9%	50%	13%	3%	8%	14%	13%	13%	6%	14%	4%	18%	8%	7%	16%	12%	8%	13%	11%	18%	4%	13%	3%	5%	18%	9%	7%	15%	-	9%	15%	7%	6%	18%	
8	Count	40	10	11	11	8	-	2	5	13	11	9	2	18	20	21	19	16	12	6	5	1	-	11	28	3	14	23	5	16	19	2	16	22 (B)	-	18	22 (B)			
	%	16%	13%	17%	17%	19%	-	25%	17%	16%	13%	19%	25%	17%	15%	17%	21%	21%	9%	19%	8%	-	6%	16%	17%	10%	13%	20%	15%	13%	21%	12%	10%	28%	-	12%	25%			
7	Count	38	10	8	10	10	-	-	4	14	12	8	-	18	20	23	15	15	7	8	2	4	2	2	10	26	4	17	3	22	13	2	22	14	1	21	16			
	%	15%	13%	12%	16%	23%	-	-	13%	18%	14%	17%	-	17%	15%	17%	13%	20%	12%	12%	8%	31%	20%	15%	16%	14%	16%	15%	9%	18%	14%	12%	14%	18%	7%	14%	18%			
6	Count	60	17	19	11	12	1	1	9	21	23	6	1	30	29	37	23	12	17	16	10	2	3	6	20	34	10	29	21	36	14	6	43 (C)	11	4	45 (C)				
	%	24%	22%	29%	17%	28%	50%	13%	30%	27%	27%	13%	13%	28%	22%	27%	21%	16%	29%	24%	38%	15%	30%	33%	30%	21%	34%	27%	19%	29%	29%	15%	35%	28%	14%	29%	31%	12%		
Neither important nor unimportant 5	Count	34	14	8	7	5	-	2	3	6	11	12	2	9	23	19	15	8	10	4	1	1	2	11	21	4	22 (C)	8	6	18	10	4	24	6	3	25	6			
	%	14%	18%	12%	11%	12%	-	25%	10%	8%	13%	25%	25%	8%	17%	14%	13%	11%	17%	15%	15%	8%	10%	11%	16%	13%	14%	20%	7%	18%	11%	24%	16%	8%	21%	17%	7%			
4	Count	11	9	1	-	1	-	-	1	6	3	1	-	7	4	10 (B)	1	3	4	3	1	-	2	-	9	1	7	3	1	7	3	1	7	4	-	7	4			
	%	4%	12%	2%	-	2%	-	-	3%	8%	4%	2%	-	6%	3%	7%	1%	4%	7%	3%	4%	-	8%	-	11%	-	5%	3%	6%	3%	3%	6%	3%	-	5%	5%	-	5%	4%	
3	Count	9	2	3	2	2	-	-	1	4	3	1	-	5	4	7	2	1	2	3	-	1	2	2	7	2	-	7	1	1	7 (B)	1	6	2	3 (B C)	4	2			
	%	4%	3%	5%	3%	5%	-	-	3%	5%	4%	2%	-	5%	3%	5%	2%	1%	3%	4%	-	8%	3%	4%	7%	-	6%	3%	1%	8%	1%	4%	3%	21%	3%	2%				
2	Count	3	2	1	-	-	-	-	-	1	2	-	-	1	2	3	-	2	-	1	-	-	-	1	2	-	1	-	2	1	-	1	1	1	2	-	1			
	%	1%	3%	2%	-	-	-	-	-	1%	2%	-	-	1%	2%	2%	-	3%	-	1%	-	-	-	1%	-	-	2%	1%	-	2%	1%	6%	1%	-	7%	1%	-			
1	Count	2	2	-	-	-	-	-	1	1	-	-	-	2	-	2	-	1	-	-	-	-	-	1	-	1	-	1	-	1	1	-	1	1	-	-	2	-		
	%	1%	3%	-	-	-	-	-	3%	1%	-	-	-	1%	-	1%	-	1%	-	-	-	-	10%	-	-	1%	-	1%	-	1%	-	1%	6%	1%	-	1%	-	1%		
Not at all important 0	Count	4	1	2	1	-	-	1	-	2	1	-	-	4	-	4	-	2	1	-	-	-	-	6	-	3	1	2	1	-	1	4	-	2	1	-	2	1		
	%	2%	1%	3%	2%	-	-	13%	-	3%	1%	-	13%	2%	1%	3%	-	3%	2%	1%	-	-	-	-	1%	2%	3%	2%	1%	6%	1%	1%	-	3%	-	7%	1%	1%		

Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q15 How important or otherwise do you think that each of these initiatives are in boosting the reputation of the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK? - Providing material on Research and Development of new and innovative drugs																																									
Base: All																																									
	Total	S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)		Gender		D2 Please indicate the SHA/country where your practice/hospital is located:						Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy				
(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)			
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89			
Important	Count	162	41	40	55 (A B D)	25	1	6	19	49	56	32	6	68	88	74	88 (A)	48	33	46	21	8	6	10	40	112	17	59	86 (B)	22	73	67	7	88	67 (A B)	6	83	73 (A B)			
	%	65%	53%	62%	87%	58%	50%	75%	63%	62%	66%	67%	75%	62%	66%	54%	79%	64%	57%	68%	81%	62%	6	56%	60%	68%	59%	55%	76%	65%	58%	41%	57%	80%	43%	56%	82%				
Neither	Count	86	35 (C)	24 (C)	8	18 (C)	1	2	9	30	29	16	2	39	45	63 (B)	23	25	25	22	5	5	4	7	26	53	12	49 (C)	25	12	51	23	9 (C)	66 (C)	11	8	63 (C)	15			
	%	34%	45%	37%	13%	42%	50%	25%	30%	38%	34%	33%	25%	36%	34%	46%	21%	33%	43%	32%	19%	38%	40%	39%	39%	32%	41%	45%	22%	35%	41%	25%	53%	43%	14%	57%	43%	17%			
Not important	Count	2	1	1	-	-	-	-	2	-	-	-	-	2	-	1	1	2	-	-	-	-	-	1	1	-	-	-	2	-	1	1	-	1	-	1	1	1			
	%	1%	1%	2%	-	-	-	-	7%	-	-	-	-	2%	-	1%	1%	3%	-	-	-	-	-	6%	1%	-	-	-	2%	-	1%	1%	6%	-	1%	-	1%	1%			



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

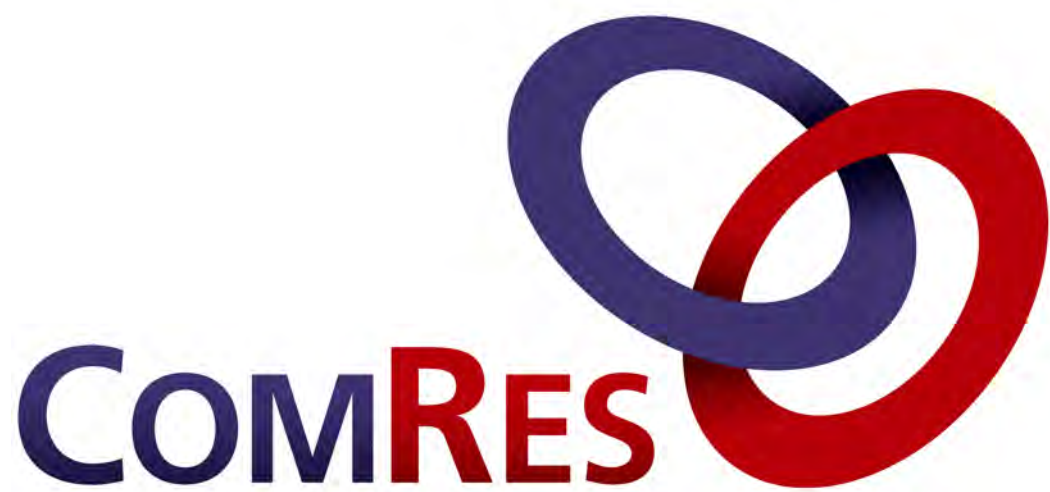
Q15 How important or otherwise do you think that each of these initiatives are in boosting the reputation of the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK? - Providing material on Research and Development of new and innovative drugs

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.						Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI					
		GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy			
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)			
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89		
	Mean	8	8	8	8	9	8	9	8	8	8	9	9	8	8	8	9	8	8	9	9	9	8	8	8	8	8	8	9	8	8	9	7	8	9	8	8	9		
	Median	8	8	8	9	8	9	9	8	8	8	9	9	8	8	8	9	8	8	9	9	9	8	8	8	8	8	9	8	8	9	7	8	9	7	8	9			
Very important 10	Count	41	7	8	20 (A)	5	1	2	3	12	14	10	2	15	24	11	30 (A)	12	7	13	5	2	2	3	10	28	5	16	20	7	21	13	1	25	15	2	18	21		
	%	16%	9%	12%	32%	12%	50%	25%	10%	15%	16%	21%	25%	14%	18%	8%	27%	16%	12%	19%	19%	15%	20%	17%	15%	17%	17%	15%	18%	21%	17%	14%	6%	16%	19%	14%	12%	24%		
	9	Count	23	7	6	7	3	-	1	2	5	8	7	1	7	15	10	13	9	3	8	2	1	-	2	6	15	1	7	15	-	9	14	1	10	12	-	9	14 (B)	
8	Count	52	9%	9%	9%	11%	7%	-	13%	7%	6%	9%	15%	13%	6%	11%	7%	12%	12%	5%	12%	8%	8%	-	11%	9%	12%	9%	3%	6%	13%	-	7%	15%	6%	6%	15%	-	6%	16%
	%	9%	9%	9%	11%	7%	-	13%	7%	6%	9%	15%	13%	6%	11%	7%	12%	12%	5%	12%	8%	8%	-	11%	9%	12%	9%	3%	6%	13%	-	7%	15%	6%	6%	15%	-	6%	16%	
	7	Count	52	15	13	16	8	-	1	8	18	14	11	1	28	26	27	25	13	12	10	10	5	2	3	12	37	6	18	28	9	22	21	4	25	23	2	28	22	
7	Count	52	15	13	16	8	-	1	8	18	14	11	1	28	26	27	25	13	12	10	10	5	2	3	12	37	6	18	28	9	22	21	4	25	23	2	28	22		
	%	21%	19%	20%	25%	19%	-	13%	27%	23%	16%	23%	13%	24%	19%	20%	22%	17%	21%	15%	38%	38%	20%	17%	18%	22%	21%	17%	25%	26%	18%	23%	24%	16%	29%	14%	19%	25%		
	6	Count	46	12	13	12	9	-	2	6	14	20	4	2	20	24	26	20	14	11	15	4	-	2	2	12	32	5	18	23	6	21	19	1	28	17	2	28	16	
6	Count	46	12	13	12	9	-	2	6	14	20	4	2	20	24	26	20	14	11	15	4	-	2	2	12	32	5	18	23	6	21	19	1	28	17	2	28	16		
	%	18%	16%	20%	19%	21%	-	25%	20%	18%	24%	8%	19%	19%	18%	19%	18%	19%	22%	15%	-	20%	11%	18%	19%	17%	17%	20%	18%	17%	21%	6%	18%	22%	14%	19%	18%			
	5	Count	50	20	16	5	8	1	-	5	16	16	13	-	21	29	37 (B)	13	13	15	12	4	4	2	4	16	30	5	29	16	5	32	13	6 (C)	38 (C)	2	39 (C)	8		
Neither important nor unimportant 5	Count	50	20	16	5	8	1	-	5	16	16	13	-	21	29	37 (B)	13	13	15	12	4	4	2	4	16	30	5	29	16	5	32	13	6 (C)	38 (C)	2	39 (C)	8			
	%	20%	26%	25%	8%	19%	50%	-	17%	20%	19%	27%	-	19%	22%	27%	12%	17%	26%	18%	15%	31%	20%	22%	24%	18%	17%	27%	14%	15%	27%	14%	35%	25%	8%	21%	27%	9%		
	4	Count	31	12	8	3	8	-	2	4	12	10	3	2	16	13	22	9	11	7	9	1	1	2	2	9	20	4	19	8	5	17	9	2	25 (C)	4	4	20	7	
4	Count	31	12	8	3	8	-	2	4	12	10	3	2	16	13	22	9	11	7	9	1	1	2	2	9	20	4	19	8	5	17	9	2	25 (C)	4	4	20	7		
	%	12%	16%	12%	5%	19%	-	25%	13%	15%	12%	6%	25%	15%	10%	16%	8%	15%	12%	13%	4%	1	8%	20%	11%	13%	12%	14%	18%	7%	15%	14%	10%	12%	16%	5%	29%	14%	8%	
	3	Count	5	3	-	-	2	-	-	2	3	-	-	-	4	1	1	3	1	3	1	-	-	-	1	1	3	1	1	2	1	1	3	1	4	-	-	-	-	
3	Count	5	3	-	-	2	-	-	2	3	-	-	-	4	1	1	3	1	3	1	-	-	-	-	1	1	3	1	1	2	1	1	3	1	4	-	-	-		
	%	2%	4%	-	-	5%	-	-	3%	4%	-	-	-	2%	2%	3%	1%	1%	5%	1%	-	-	-	6%	1%	2%	10%	1%	1%	6%	2%	1%	6%	2%	1%	7%	3%	-		
	2	Count	1	-	1	-	-	-	-	1	-	-	-	-	1	-	1	1	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	1	-	
2	Count	1	-	1	-	-	-	-	1	-	-	-	-	1	-	1	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1%	-	-	-	-	1%	-		
	%	0%	-	2%	-	-	-	-	3%	-	-	-	-	1%	-	1%	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	1%	-	-	-	1%	-			
	1	Count	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
1	Count	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
	0	Count	1	1	-	-	-	-	-	1	-	-	-	-	1	-	1	-	1	-	-	-	-	1	-	-	-	-	-	1	-	1	-	1	-	-	1	-		
Not at all important 0	Count	1	1	-	-	-	-	-	1	-	-	-	-	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
	%	0%	1%	-	-	-	-	-	3%	-	-	-	-	1%	-	1%	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
	0	Count	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		

Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q15 How important or otherwise do you think that each of these initiatives are in boosting the reputation of the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK? - Committing to zero growth in the medicines bill through the Pharmaceutical Price Regulation Scheme (PPRS)																																								
Base: All																																								
		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		Hospital/Secondary Care Doctor																																						
		GP	Nurse	Pharmacist	Other		Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy			
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)			
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89		
Important	Count	146	42	35	44	24	1	4	13	44	51	34	4	57	85	73	73	54 (B)	25	40	14	9	4	11	31	104	16	57	73	18	68	60	7	82	57 (A B)	8	71	67 (B)		
	%	58%	55%	54%	70%	56%	50%	50%	43%	56%	60%	71%	50%	52%	64%	53%	65%	72%	43%	59%	54%	69%	40%	61%	46%	63%	55%	53%	65%	53%	54%	66%	41%	53%	72%	57%	48%	75%		
Neither	Count	95	32	28	19	15	1	3	16	33	30	13	3	49	43	57	38	18	32 (A)	27	10	3	5	6	35 (C)	54	12	47	36	16	54	25	8	66 (C)	21	6	70 (C)	19		
	%	38%	42%	43%	30%	35%	50%	38%	53%	42%	35%	27%	38%	45%	32%	41%	34%	24%	55%	40%	38%	23%	50%	33%	52%	41%	44%	32%	47%	43%	27%	47%	43%	27%	43%	27%	43%	21%		
Not important	Count	9	3	2	-	4	-	1	13%	3%	3%	5%	2%	13%	3%	4	1	6%	1%	3%	1	1	1	1	1	7	1	4	4	-	3	6	2	6	1	-	6	3		
	%	4%	4%	3%	-	9%	-	13%	3%	3%	5%	2%	13%	3%	4%	6%	1%	4%	2%	1%	8%	8%	10%	6%	1%	4%	3%	4%	4%	-	2%	7%	12%	4%	1%	-	4%	3%		



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q15 How important or otherwise do you think that each of these initiatives are in boosting the reputation of the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK? - Committing to zero growth in the medicines bill through the Pharmaceutical Price Regulation Scheme (PPRS)

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		Total	GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy		
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)			
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89		
	Mean	8	8	8	9	7	9	8	8	8	8	9	8	8	8	7	9	8	7	8	8	8	7	8	8	8	8	8	8	8	8	7	8	8	8	8	9			
	Median	8	8	8	9	8	9	8	8	8	8	9	8	8	8	8	9	8	7	8	8	8	7	8	7	8	8	8	8	8	8	7	8	8	8	7	8			
Very important 10	Count	28	4	7	15 (A,D)	2	-	1	3	5	10	9	1	8	19	4	24 (A)	10	2	9	4	1	2	3	8	17	5	12	11	5	16	7	1	19	8	2	14	12		
	%	11%	5%	11%	24%	5%	-	13%	10%	6%	12%	19%	13%	7%	14%	3%	21%	13%	3%	13%	15%	8%	20%	17%	12%	10%	17%	11%	10%	15%	13%	8%	12%	10%	14%	10%	14%	13%		
9	Count	26	5	6	10	4	1	1	1	7	13	4	1	8	17	12	14	10	6	4	3	3	-	2	4	20	4	9	13	4	10	12	2	13	11	1	13	12		
	%	10%	6%	9%	16%	9%	50%	13%	3%	9%	15%	8%	13%	7%	13%	9%	13%	13%	10%	6%	12%	23%	-	11%	6%	12%	14%	8%	12%	12%	8%	14%	12%	8%	14%	7%	9%	13%		
8	Count	51	20	11	10	10	-	2	4	20	10	15	2	24	25	30	21	9	16	3	1	1	1	1	39	3	20	28	5	21	25	1	25	24	3	18	30 (B)	18		
	%	20%	26%	17%	16%	23%	-	25%	13%	25%	12%	31%	25%	22%	19%	22%	19%	28%	16%	24%	12%	8%	10%	6%	16%	24%	10%	19%	25%	15%	17%	27%	6%	17%	30%	21%	12%	34%		
7	Count	41	13	11	9	8	-	-	5	12	18	6	-	17	24	27	14	13	8	11	4	4	1	5	8	28	4	16	21	4	21	16	3	24	14	2	26	13		
	%	16%	17%	17%	14%	19%	-	-	17%	15%	21%	13%	-	16%	18%	20%	13%	17%	14%	16%	15%	31%	10%	28%	13%	12%	17%	14%	15%	19%	12%	17%	16%	18%	14%	16%	15%			
6	Count	42	13	14	9	5	1	1	9	14	12	6	1	23	18	19	23	6	12	13	8	2	2	2	26	5	20	17	8	20	14	4	28	10	3	31 (C)	8			
	%	17%	17%	22%	14%	12%	50%	13%	30%	18%	14%	13%	13%	21%	14%	14%	21%	8%	21%	19%	31%	8%	20%	11%	21%	16%	17%	19%	15%	24%	16%	15%	24%	18%	13%	21%	21%	9%		
Neither important nor unimportant 5	Count	48	17	14	9	8	-	2	7	15	17	7	2	22	24	33 (B)	15	11	19	13	2	1	2	4	21 (C)	23	7	25	16	7	33 (C)	8	2	35	11	2	35	11		
	%	19%	22%	22%	14%	19%	-	25%	23%	19%	20%	15%	25%	20%	18%	24%	13%	15%	33%	19%	8%	8%	2	22%	31%	14%	24%	23%	14%	21%	26%	9%	12%	23%	14%	14%	24%	12%		
4	Count	5	1	2	-	1	-	-	4	1	-	-	4	1	5	-	-	1	-	1	-	1	-	-	5	-	2	3	1	1	3	-	3	-	1	4	-			
	%	2%	3%	-	2%	5%	-	-	5%	1%	-	-	4%	1%	4%	-	1%	2%	1%	-	8%	10%	-	-	3%	-	2%	3%	1%	3%	12%	2%	-	7%	3%	-				
3	Count	5	2	1	-	2	-	1	-	1	2	1	1 (B)	1	3	4	1	1	-	-	2	1	-	1	-	5	-	3	2	-	3	1	3	1	-	3	2			
	%	2%	3%	2%	-	5%	-	13%	-	1%	2%	2%	13%	1%	2%	3%	1%	1%	-	8%	8%	10%	-	-	3%	-	3%	2%	-	2%	3%	6%	2%	1%	-	2%	1%			
2	Count	2	-	1	-	1	-	-	1	1	-	-	1	1	2	-	-	1	-	-	-	-	2	-	2	-	1	-	1	-	1	-	2	1	-	1	-			
	%	1%	-	2%	-	2%	-	-	1%	1%	-	-	1%	1%	1%	-	1%	2%	-	-	-	-	-	-	-	-	-	-	-	1%	-	1%	-	-	1%	1%				
1	Count	1	-	-	-	1	-	-	1	-	-	-	-	1	-	1	-	1	-	-	-	-	-	-	1	-	-	-	-	-	1	-	1	-	-	-	1	-		
	%	0%	-	-	-	2%	-	-	3%	-	-	-	-	1%	-	1%	-	1%	-	-	-	-	-	-	1%	-	-	-	-	-	1%	6%	-	-	-	1%	-			
Not at all important 0	Count	1	1	-	-	-	-	-	-	1	-	-	-	-	1	1	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	1	-	-	1	-			
	%	0%	1%	-	-	-	-	-	-	1%	-	-	-	-	1%	1%	-	-	-	1%	-	-	-	6%	-	-	-	-	-	-	-	1%	-	-	-	1%	-			



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q15 How important or otherwise do you think that each of these initiatives are in boosting the reputation of the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK? - Sharing good practice on how to conduct safe trials																																																
Base: All																																																
		Total	S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender					D2 Please indicate the SHA/country where your practice/hospital is located						Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy										
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(AA)	(AB)	(AC)	(AD)	(AE)	(AF)	(AG)	(AH)	(AI)	(AJ)	(AK)	(AL)	(AM)										
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89										
Important	Count	181	50	49	55 (A D)	26	1	4	21	54	66	36	4	75	102	94	87	57	42	46	20	8	8	11	48	122	18	72	91	25	84	72	9	102	8	91	82 (A B)											
	%	72%	65%	75%	87%	60%	50%	70%	68%	75%	69%	77%	68%	78%	76%	72%	68%	76%	72%	68%	77%	62%	61%	72%	74%	62%	67%	81%	74%	67%	53%	68%	89%	57%	62%	92%												
Neither	Count	67	25	16	8	1	4	9	23	19	12	4	32	31	42	25	16	16	22	6	5	2	7	18	42	11	35	21	9	40	18	8 (C)	50 (C)	9	6 (C)	54 (C)	7											
	%	27%	32%	25%	13%	40%	50%	30%	29%	22%	25%	50%	29%	23%	30%	22%	21%	28%	32%	23%	38%	39%	27%	25%	38%	32%	19%	26%	32%	20%	47%	11%	43%	37%	8%													
Not important	Count	2	2	-	-	-	-	-	2	-	-	-	2	-	2	-	2	-	-	-	-	-	-	1	1	-	1	1	-	1	1	-	2	-	-	2	-											
	%	1%	3%	-	-	-	-	-	3%	-	-	-	2%	-	1%	-	3%	-	-	-	-	-	-	1%	1%	-	1%	1%	-	1%	-	1%	-	-	1%	-												



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q15 How important or otherwise do you think that each of these initiatives are in boosting the reputation of the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK? - Sharing good practice on how to conduct safe trials

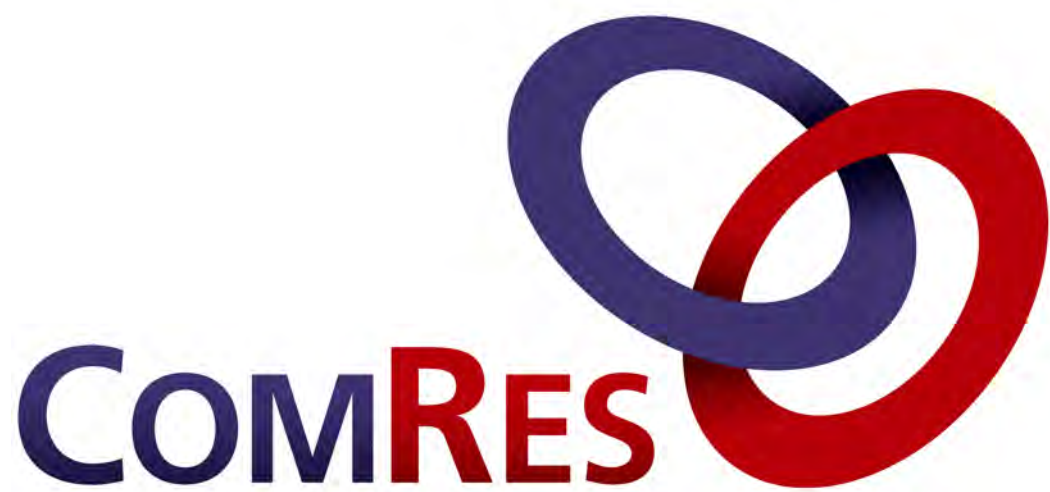
Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy			
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)			
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	168	17	154	79	14	147	89	
	Mean	9	8	9	9	8	8	9	8	8	9	9	8	8	9	8	9	9	8	9	9	9	9	9	8	9	8	8	9	8	8	9	8	8	9	8	8	9	8	9
	Median	9	8	9	9	8	8	9	8	8	9	9	8	8	9	8	9	9	8	9	9	8	10	9	8	9	8	8	9	8	9	8	9	8	9	8	9	8	9	
Very important 10	Count	51	11	9	24 (A B)	6	1	2	3	16	19	11	2	19	30	14	37 (A)	16	6	15	7	4	3	5	11	35	3	22	26	8	25	18	1	30	20	1	25	25		
	%	20%	14%	14%	38%	14%	50%	25%	10%	20%	22%	23%	25%	17%	23%	10%	33%	21%	10%	22%	27%	31%	30%	28%	16%	21%	10%	20%	23%	24%	20%	20%	6%	19%	25%	7%	17%	28%		
	Count	37	11	14	7	5	-	1	6	10	11	9	1	16	20	19	18	9	8	13	4	-	3	2	8	27	2	12	23	3	16	18	1	20	16	3	15	19		
9	%	15%	14%	22%	11%	12%	-	13%	20%	13%	13%	19%	13%	15%	15%	14%	16%	12%	14%	19%	15%	-	30%	11%	12%	16%	7%	11%	20%	9%	13%	20%	6%	13%	20%	21%	10%	21%		
	Count	45	14	11	13	7	-	1	4	10	17	13	1	14	30	28	17	14	14	10	5	2	3	13	29	9 (B)	13	23	10	15	20	7 (B)	18	3	18	20	22			
	%	18%	18%	17%	21%	16%	-	13%	13%	13%	20%	27%	13%	13%	23%	20%	15%	19%	24%	15%	19%	15%	-	17%	19%	18%	31%	12%	20%	23%	12%	22%	41%	13%	23%	21%	14%	25%		
8	Count	48	14	15	11	8	-	-	8	18	19	3	-	26	22	33 (B)	15	18	14	8	4	2	2	1	16	31	4	25	19	4	28	16	-	32	16	1	31	16		
	%	19%	18%	23%	17%	19%	-	-	27%	23%	22%	6%	-	24%	17%	24%	13%	24%	24%	12%	15%	15%	20%	19%	14%	19%	24%	14%	23%	17%	12%	22%	18%	-	21%	20%	7%	21%		
	Count	40	16	9	3	11 (C)	1	2	5	16	9	8	2	21	17	25	15	12	6	11	6	4	1	4	9	27	7	21	6	23	11	6	23	11	6	23	5	3	22 (C)	5
6	%	16%	21%	14%	5%	26%	50%	25%	17%	20%	11%	17%	25%	13%	18%	13%	16%	10%	16%	23%	31%	10%	22%	13%	16%	24%	19%	11%	18%	18%	12%	35%	19%	6%	21%	22%	6%	22%	6%	
	Count	24	9	7	4	4	-	1	3	6	10	4	1	9	14	16	8	3	9	10	-	1	1	3	8	13	3	14	7	3	15	6	2	19	3	3 (C)	19 (C)	2		
	%	10%	12%	11%	6%	9%	-	13%	10%	8%	12%	8%	13%	8%	11%	12%	7%	4%	16%	15%	-	8%	10%	17%	12%	8%	10%	13%	6%	9%	12%	7%	12%	12%	4%	21%	13%	2%		
4	Count	3	-	-	1	2	-	1	1	1	1	-	1	2	-	1	2	1	1	-	-	-	-	1	-	2	1	-	2	-	2	-	2	1	-	2	1	3	-	
	%	1%	-	-	2%	5%	-	13%	3%	1%	-	-	13%	2%	-	1%	2%	1%	2%	1%	-	-	-	1%	1%	3%	-	2%	-	-	2%	1%	-	1%	1%	-	2%	-		
	Count	1	1	-	-	-	-	-	-	-	1	-	-	1	-	-	1	-	1	-	-	-	-	-	1	-	-	1	-	1	-	1	-	1	-	1	-	1	-	
3	%	0%	1%	-	-	-	-	-	-	1%	-	-	-	1%	-	-	1%	-	-	-	-	-	-	-	-	-	1%	-	-	1%	-	-	1%	-	-	1%	-	-		
	Count	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
2	Count	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	Count	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
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	Count	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
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Not at all important 0	Count	1	1	-	-	-	-	-	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	-		
	%	0%	1%	-	-	-	-	-	-	1%	-	-	-	1%	-	1%	-	1%	-	-	-	-	-	1%	-	-	1%	-	-	-	-	1%	-	-	1%	-	1%	-		



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q15 How important or otherwise do you think that each of these initiatives are in boosting the reputation of the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK? - Campaigning for NICE to facilitate access to new innovative medicines																																								
Base: All																																								
			S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					Gender	D2 Please indicate the SHA/country where your practice/hospital is located:							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female		South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	
(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)				
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89		
Important	Count	156	35	43	55 (A B D)	22	1	5	17	46	57	31	5	63	88	72	84 (A)	48	33	43	16	10	6	8	42	106	12	60	84 (A B)	20	69	67 (B)	5	89	62 (A B)	4	81	71 (A B)		
	%	62%	45%	66%	87%	51%	50%	63%	57%	58%	67%	60%	63%	58%	66%	52%	75%	64%	57%	63%	62%	77%	60%	44%	63%	64%	41%	56%	74%	59%	55%	74%	29%	58%	78%	29%	55%	80%		
Neither	Count	80	36 (C)	20 (C)	7	17 (C)	-	2	11	29	26	12	2	40	38	54 (B)	26	21	22	8	3	4	9	22	49	12	41	27	10	48	22	7	57 (C)	16	6	58 (C)	7	16		
	%	32%	47%	31%	11%	40%	-	25%	37%	37%	31%	25%	25%	37%	28%	39%	23%	28%	38%	32%	31%	23%	40%	50%	33%	30%	41%	38%	24%	29%	38%	24%	41%	37%	20%	43%	39%	18%		
Not important	Count	14	6	2	1	4	1 (B C)	1	2	4	2	5	1	6	7	12 (B)	2	6	3	3	2	-	-	1	3	10	5 (C)	7	2	4	8	2	5 (B C)	8	1	4 (B C)	8	2		
	%	6%	8%	3%	2%	9%	50%	13%	7%	5%	2%	10%	13%	6%	5%	9%	2%	8%	5%	4%	8%	-	-	6%	4%	6%	17%	6%	2%	12%	6%	2%	29%	5%	1%	29%	5%	2%		



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q15 How important or otherwise do you think that each of these initiatives are in boosting the reputation of the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK? - Campaigning for NICE to facilitate access to new innovative medicines

Base: All

		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.						Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy					
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)				
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89				
	Mean	8	7	8	9	8	7	8	8	8	8	8	7	8	8	7	9	8	8	8	7	8	9	8	8	8	7	8	9	8	8	9	6	8	9	6	8	9				
	Median	8	7	8	10	8	7	8	8	8	8	9	8	8	8	8	9	8	8	8	8	9	7	8	8	8	7	8	9	8	8	9	6	8	9	6	8	9				
Very important 10	Count	36	6	10	17 (A,D)	2	1	5	9	12	9	9	1	14	21	7	29 (A)	11	6	13	3	1	2	4	11	21	4	12	20	5	19	12	-	24	12	1	20	15				
	%	14%	8%	15%	27%	5%	50%	-	13%	15%	11%	18%	13%	5%	16%	15%	27%	14%	10%	19%	12%	8%	20%	22%	16%	13%	14%	11%	18%	15%	15%	13%	-	16%	15%	7%	14%	17%				
9	Count	31	4	5	15 (A)	7	-	5	6	11	4	9	-	11	20	11	20 (A)	11	6	7	3	4	-	1	10	20	3	10	20	3	10	18 (B)	1	14	16 (B)	1	12	18 (B)				
	%	12%	5%	8%	24%	16%	-	-	17%	8%	13%	19%	-	10%	15%	8%	18%	15%	10%	10%	12%	31%	-	6%	15%	12%	3%	9%	8%	20%	6%	9%	20%	7%	8%	20%	7%	8%	20%			
8	Count	46	15	15	11	5	-	-	3	18	17	8	-	21	25	31	15	13	11	13	5	1	3	2	7	37	4	16	26	7	15	24 (B)	2	22	22 (B)	2	20	24 (B)				
	%	18%	19%	23%	17%	12%	-	-	10%	23%	20%	17%	-	19%	19%	22%	13%	17%	19%	19%	12%	8%	30%	11%	10%	22%	14%	15%	23%	12%	14%	28%	14%	14%	27%	14%	14%	27%				
7	Count	43	10	13	12	8	-	4 (E)	4	13	17	5	-	17	22	23	20	13	10	10	5	4	2	1	14	28	3	22	18	5	25	13	2	29	12	-	29	14				
	%	17%	13%	20%	19%	19%	-	50%	13%	16%	20%	10%	-	16%	17%	17%	18%	17%	17%	15%	19%	31%	10%	17%	21%	17%	10%	20%	16%	15%	20%	14%	12%	19%	15%	-	20%	16%				
6	Count	41	16	10	4	11 (C)	-	-	8	12	14	7	-	20	21	25	16	13	10	8	6	2	2	6	11	24	6	19	16	3	26	12	9	29	9	2	29	10				
	%	16%	21%	15%	6%	26%	-	-	27%	15%	16%	15%	-	18%	16%	18%	14%	17%	17%	12%	23%	15%	20%	33%	16%	15%	21%	18%	14%	9%	21%	13%	18%	19%	11%	14%	20%	11%				
Neither important nor unimportant 5	Count	30	14	8	3	5	-	1	2	13	10	4	1	15	14	22 (B)	8	6	10	11	-	1	2	2	10	18	3	18	9	4	17	9	4	21	5	4 (C)	22 (C)	4				
	%	12%	18%	12%	5%	12%	-	13%	7%	16%	12%	8%	13%	14%	11%	16%	7%	8%	17%	16%	-	8%	20%	11%	15%	11%	10%	17%	8%	12%	14%	10%	24%	14%	6%	29%	15%	4%				
4	Count	9	6	2	-	1	-	-	1	4	2	1	-	5	3	7	2	2	3	2	-	3	2	1	1	7	3	4	2	1	4	1	5	1	7	2	7	2				
	%	4%	8%	3%	-	2%	-	-	13%	3%	5%	2%	13%	5%	2%	13%	5%	2%	3%	4%	8%	-	-	6%	1%	4%	10%	4%	2%	9%	4%	1%	-	5%	3%	-	5%	2%				
3	Count	6	4	1	-	1	-	-	1	3	-	2	-	4	2	4	2	2	2	2	1	1	-	1	4	1	4	1	4	1	4	1	2	3	1	4	1	4	1			
	%	2%	5%	2%	-	2%	-	-	3%	4%	-	4%	-	4%	2%	3%	2%	3%	3%	1%	4%	-	-	6%	1%	2%	3%	4%	1%	4%	1%	3%	3%	1%	12%	2%	1%	7%	3%	1%		
2	Count	3	1	-	-	1	-	-	1	1	-	1	-	1	3	-	1	1	-	1	1	-	1	2	1	2	1	2	1	2	-	1	2	-	1	2	1	2	1			
	%	1%	1%	-	-	2%	-	-	50%	13%	-	1%	-	2%	13%	1%	1%	2%	-	1%	4%	-	-	-	1%	1%	3%	2%	-	3%	2%	-	6%	1%	-	6%	1%	1%				
1	Count	2	-	-	1	1	-	-	1	-	1	-	-	1	1	2	-	1	1	-	-	-	-	-	-	1	2	-	-	-	1	1	-	1	1	-	1 (B)	1	-			
	%	1%	-	-	2%	2%	-	-	3%	-	1%	-	-	1%	1%	1%	-	1%	2%	-	-	-	-	-	-	1%	7%	-	-	-	1%	6%	1%	-	7%	1%	-	-				
Not at all important 0	Count	3	1	-	-	1	-	-	-	1	1	2	-	3	1	3	-	2	-	-	-	-	-	-	-	-	1	1	-	1	1	2	-	1	-	2 (B)	1	-				
	%	1%	1%	2%	-	2%	-	-	-	-	-	1%	4%	-	-	2%	2%	-	3%	-	1%	-	-	-	-	-	2%	3%	1%	1%	3%	2%	-	6%	1%	-	14%	1%	-			



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q15 How important or otherwise do you think that each of these initiatives are in boosting the reputation of the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK? - Maintaining a central platform for the public disclosure of payments to health professionals																																								
Base: All																																								
Total	Count	%	S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located:						G1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy		
																																							(A)	(B)
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89		
Important	Count	122	31	23	45 (A, B)	23	-	5	11	39	39	28	5	50	67	55	67 (A)	40	29	29	15	5	4	8	29	85	15	47	60	18	59	45	3	67	52 (A, B)	6	58	58 (B)		
	%	49%	40%	35%	71%	53%	-	63%	37%	49%	46%	58%	63%	46%	50%	40%	60%	53%	50%	43%	58%	7	38%	40%	44%	43%	52%	52%	44%	53%	53%	47%	49%	18%	44%	86%	43%	58	65%	
Neither	Count	106	37 (C)	35 (C)	16	16	2	1	14	32	39	20	1	46	66	66	40	25	27	35	7	7	5	8	31	67	12	50	44	13	58	35	10	71	25	6	73 (C)	27		
	%	42%	48%	54%	25%	37%	100%	13%	47%	41%	46%	42%	13%	42%	44%	48%	36%	33%	47%	51%	27%	54%	50%	44%	46%	41%	41%	46%	39%	38%	46%	38%	59%	46%	32%	43%	50%	30%		
Not important	Count	22	9	7	2	4	-	2	5	8	7	-	2	17 (B)	7	13	8	11	7	4	2	2	4	13	8	11	7	13	6	8	11	7	13	6	8	11	7	13	6	
	%	9%	12%	11%	3%	9%	-	25%	17%	10%	8%	-	25%	12%	5%	12%	4%	13%	3%	6%	15%	8%	10%	11%	10%	8%	7%	10%	8%	9%	6%	12%	24%	10%	3%	14%	11%	4%		



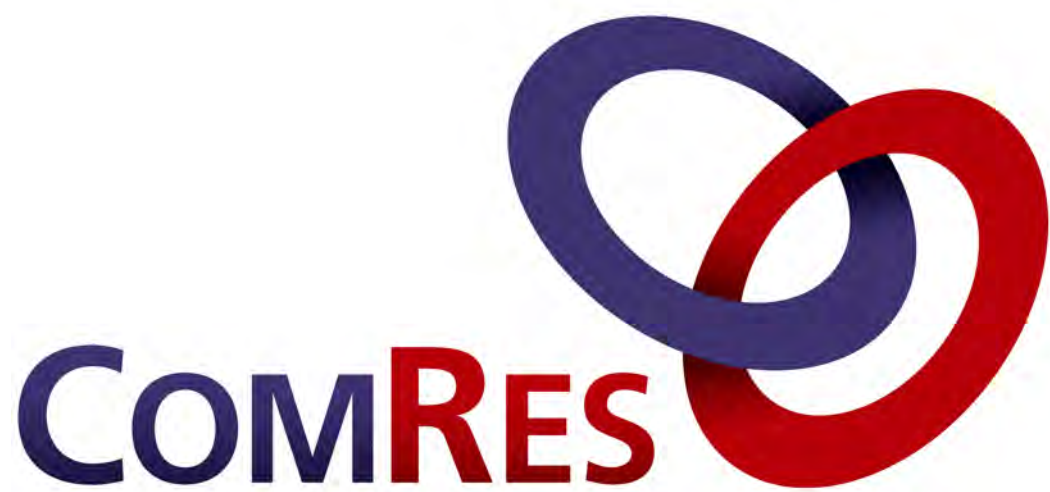
Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q15 How important or otherwise do you think that each of these initiatives are in boosting the reputation of the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK? - Maintaining a central platform for the public disclosure of payments to health professionals																																								
Base: All																																								
		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located:						Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy		
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)		
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89		
	Mean	7	7	7	9	7	7	7	7	7	7	8	7	7	8	7	8	7	8	7	7	7	7	7	7	8	7	8	7	8	7	7	6	7	8	7	8			
	Median	7	7	7	9	8	7	7	7	7	7	8	7	7	8	7	8	8	7	8	7	7	7	7	8	8	7	8	7	8	7	7	6	7	8	7	8			
Very important 10	Count	31	6	2	20 (A B D)	3	-	1	1	10	11	8	1	11	19	8	23 (A)	11	5	10	2	1	2	2	11	18	7	12	12	8	15	8	-	20	11	2	15	14		
	%	12%	8%	3%	32%	7%	-	13%	3%	13%	13%	17%	13%	10%	14%	6%	21%	15%	9%	15%	8%	8%	20%	11%	16%	11%	24%	11%	11%	24%	12%	9%	-	13%	14%	14%	10%	16%		
9	Count	15	3	5	5	2	-	1	2	4	5	3	1	6	8	5	10	5	6	1	2	1	-	3	4	8	2	4	9	2	3	10 (B)	1	7	7	-	7	8		
	%	6%	4%	8%	8%	5%	-	13%	7%	5%	6%	6%	13%	6%	9%	4%	9%	7%	10%	1%	8%	8%	-	17%	6%	5%	7%	4%	8%	6%	2%	11%	6%	5%	9%	-	5%	8%		
8	Count	38	7	10	12	9	-	2	2	13	11	10	2	15	21	19	19	12	10	3	5	1	1	-	8	30	3	12	23	4	18	16	1	14	23 (B)	2	16	20 (B)	14	
	%	15%	9%	15%	19%	21%	-	25%	7%	16%	13%	21%	25%	14%	16%	14%	17%	16%	17%	13%	19%	8%	10%	-	12%	18%	10%	11%	20%	12%	14%	18%	6%	9%	29%	14%	11%	22%	18%	
7	Count	38	15	6	8	9	-	1	6	12	12	7	1	18	19	23	15	12	8	9	6	2	1	3	6	29	3	19	16	4	23	11	1	26	11	2	20	16		
	%	15%	19%	9%	13%	21%	-	13%	20%	15%	14%	15%	13%	17%	14%	17%	13%	16%	14%	13%	23%	15%	10%	9%	18%	10%	18%	14%	12%	18%	12%	6%	17%	14%	14%	14%	18%	18%		
6	Count	45	14	16	5	9	1	-	8	14	14	9	-	22	23	32 (B)	13	9	14	12	4	4	2	2	15	28	4	24	17	3	26	16	3	31	11	-	31	14		
	%	18%	18%	25%	8%	21%	50%	-	27%	18%	16%	19%	-	20%	17%	23%	12%	12%	24%	18%	15%	31%	20%	11%	22%	17%	14%	22%	15%	9%	21%	18%	18%	20%	14%	-	21%	16%		
Neither important nor unimportant 5	Count	54	19	16	11	7	1	1	5	14	23	11	1	19	34	29	25	14	11	21	3	2	3	5	15	34	6	23	25	9	28	17	5	36	13	5	37	12		
	%	22%	25%	25%	17%	16%	50%	13%	17%	18%	27%	23%	13%	17%	26%	21%	22%	19%	19%	31%	12%	15%	30%	28%	22%	21%	21%	22%	26%	19%	29%	23%	16%	36%	25%	13%	13%	13%		
4	Count	7	4	3	-	-	-	-	1	4	2	-	-	5	2	4	2	2	2	-	1	1	-	1	5	2	3	2	1	4	2	4	1	1	5	1	-	1		
	%	3%	5%	5%	-	-	-	-	3%	5%	2%	-	-	5%	2%	4%	2%	3%	3%	-	8%	-	6%	2%	1%	3%	7%	3%	2%	3%	1%	3%	1%	7%	3%	1%	7%	3%	1%	
3	Count	7	3	2	-	-	-	-	2	3	2	-	-	5	2	4	2	4	1	-	1	1	-	1	3	1	4	2	1	2	4	1	2	4	1	5	1	-	1	
	%	3%	4%	3%	-	-	-	-	7%	4%	2%	-	-	4%	2%	4%	2%	5%	2%	-	4%	8%	-	6%	2%	4%	2%	3%	4%	2%	4%	3%	12%	3%	7%	3%	1%	1%		
2	Count	3	1	2	-	-	-	-	1	2	-	-	-	2	1	2	1	-	2	-	-	-	-	2	1	2	-	1	2	-	1	3	-	3	-	3	-	-		
	%	1%	-	2%	3%	-	-	-	3%	-	2%	-	-	1%	2%	1%	1%	-	3%	-	-	-	-	1%	1%	-	1%	2%	-	2%	1%	-	2%	-	2%	-	-	-		
1	Count	4	3	1	-	-	-	-	1	2	1	-	-	3	1	3	1	1	-	1	1	-	1	-	3	-	1	3	-	1	3	-	4	-	-	4	-	-		
	%	2%	4%	2%	-	-	-	-	3%	3%	1%	-	-	2%	1%	2%	1%	1%	-	1%	4%	-	10%	6%	-	2%	-	1%	3%	-	4%	-	3%	-	-	3%	-	-		
Not at all important 0	Count	8	3	3	-	-	-	-	2 (D)	1	3	2	-	2 (B C)	4	2	2	7	1	4	1	1	2	5	3	5	1	5	2	2	4	2	5	1	4	1	4	3		
	%	3%	4%	5%	-	-	-	25%	3%	4%	2%	-	25%	4%	2%	5%	1%	5%	2%	1%	8%	-	-	-	4%	3%	3%	5%	2%	6%	3%	2%	12%	3%	1%	7%	3%	3%		



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q15 How important or otherwise do you think that each of these initiatives are in boosting the reputation of the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK? - Providing secretariat support to the All Party Parliamentary Group on Life Sciences																																																
Base: All																																																
	Total	Count	S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender					D2 Please indicate the SHA/country where your practice/hospital is located.						Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
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			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)							
Total	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89											
Important	Count	92	25	19	34 (B)	13	1	3	11	26	30	22	9	37	55 (A)	39	16	22	9	64	9	3	5	23	64	9	31	52 (B)	10	39	43 (B)	9	3	46	43 (B)	3	40	49 (B)										
	%	37%	32%	29%	54%	30%	50%	38%	37%	33%	35%	46%	38%	34%	39%	27%	49%	52%	28%	32%	35%	31%	20%	28%	34%	39%	31%	29%	46%	29%	31%	18%	30%	54%	21%	27%	55%											
Neither	Count	130	40	39	25	25	1	4	19	41	49	17	4	60	66	77	53	40	32	40	16	5	7	12	41	77	17	65 (C)	48	18	37	9	91 (C)	30	6	91 (C)	33	33										
	%	52%	52%	60%	40%	58%	50%	50%	63%	52%	58%	35%	50%	55%	50%	56%	47%	40%	55%	59%	62%	38%	70%	67%	61%	47%	59%	60%	41%	53%	60%	41%	53%	59%	38%	43%	62%	37%										
Not important	Count	28	12	7	4	5	-	1	-	12	6	9	1	12	15	24	4	6	10	6	1	4	1	3	24	3	12	13	6	11	11	5	17	6	5 (B (D))	7	11	8										
	%	11%	16%	11%	6%	12%	-	13%	-	15%	7%	19%	13%	11%	11%	17%	4%	8%	17%	9%	4%	31%	10%	6%	4%	15%	10%	11%	12%	18%	9%	12%	29%	11%	8%	36%	11%	8%										



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q15 How important or otherwise do you think that each of these initiatives are in boosting the reputation of the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK? - Providing secretariat support to the All Party Parliamentary Group on Life Sciences

Base: All

		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy			
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)		
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89			
	Mean	7	7	6	8	7	7	7	7	7	7	7	7	7	6	7	8	7	7	7	7	6	6	7	7	7	7	7	7	6	7	5	7	8	5	7	8				
	Median	7	6	6	8	6	9	7	6	6	7	7	6	7	6	7	8	6	7	7	7	6	6	7	7	7	7	7	6	7	6	7	8	6	7	8					
Very important 10	Count	16	7	1	7	1	-	1	4	5	5	1	5	10	4	12 (A)	10	-	5	-	1	-	2	5	9	1	8	7	2	9	5	-	9	7	-	7	9				
	%	6%	9%	2%	11%	2%	-	13%	3%	5%	6%	10%	13%	5%	8%	3%	11%	13%	-	7%	-	8%	-	11%	7%	5%	3%	7%	6%	6%	7%	5%	-	6%	9%	-	5%	10%			
9	Count	16	2	3	7	3	1 (A)	2	1	4	3	6	2	5	9	5	11 (A)	5	5	3	1	1	1	-	3	13	1	1	14 (B)	1	3	12 (B)	1	5	10 (B)	-	3	13 (B)			
	%	6%	3%	5%	11%	7%	50%	25%	3%	5%	4%	13%	25%	5%	7%	4%	10%	7%	9%	4%	4%	4%	8%	-	4%	8%	3%	1%	12%	3%	2%	13%	19%	-	2%	15%					
8	Count	20	5	5	7	3	-	-	1	6	8	5	-	7	13	8	12	6	3	6	5	-	-	2	6	17	2	6	12	3	7	10	1	6	13 (B)	2	5	13 (B)			
	%	8%	6%	8%	11%	7%	-	-	3%	8%	9%	10%	-	6%	10%	6%	11%	8%	5%	9%	19%	-	-	6%	3%	10%	7%	6%	11%	9%	6%	11%	6%	4%	16%	14%	3%	15%			
7	Count	40	11	10	13	6	-	-	8	12	14	6	-	20	20	18	20	18	8	8	3	2	1	2	13	25	5	16	19	4	20	16	1	26	13	1	25	14			
	%	16%	14%	15%	21%	14%	-	-	27%	15%	16%	13%	-	16%	15%	14%	16%	14%	14%	12%	15%	10%	11%	19%	17%	15%	17%	17%	12%	16%	18%	6%	17%	16%	7%	17%	16%				
6	Count	37	13	9	7	7	1	1	2	13	15	6	1	15	21	9	16	9	10	7	6	3	2	2	15	20	6	23 (C)	8	7	17	13	2	26	9	-	26	11			
	%	15%	17%	14%	11%	16%	50%	13%	7%	16%	18%	13%	13%	14%	16%	15%	14%	12%	17%	10%	23%	23%	20%	11%	22%	12%	21%	21%	7%	21%	14%	14%	12%	17%	11%	-	18%	12%			
Neither important nor unimportant 5	Count	71	21	22	14	14	-	1	13	23	26	8	1	36	34	42	29	17	16	24	9	2	3	7	20	44	9	35	27	9	48 (C)	14	7	51 (C)	13	5	49	17			
	%	28%	27%	34%	22%	33%	-	13%	43%	29%	31%	17%	13%	33%	26%	30%	26%	23%	28%	35%	35%	15%	30%	39%	30%	27%	31%	32%	24%	26%	38%	15%	41%	33%	16%	36%	33%	19%			
4	Count	22	6	8	4	4	-	2	4	5	6	3	2	9	11	14	8	4	6	9	1	1	1	3	6	13	2	7	13	2	10	10	-	14	9	1	16	5			
	%	9%	8%	12%	6%	9%	-	25%	13%	6%	9%	6%	25%	8%	8%	10%	7%	5%	10%	13%	4%	-	20%	17%	9%	8%	7%	6%	12%	6%	8%	11%	-	9%	10%	7%	11%	6%			
3	Count	9	4	3	1	1	-	1	-	3	2	3	1	3	5	7	2	1	4	3	-	1	-	1	3	5	1	5	3	1	4	4	-	6	3	-	6	3			
	%	4%	5%	5%	2%	2%	-	13%	-	4%	2%	6%	13%	3%	4%	5%	2%	1%	7%	4%	-	8%	-	6%	4%	3%	3%	5%	3%	5%	3%	4%	-	4%	-	4%	3%				
2	Count	9	5	-	2	2	-	-	-	5	2	2	-	5	4	7	2	4	1	1	1	-	1	-	9	1	4	1	4	2	-	5	2	-	8	1	-	8	1		
	%	4%	6%	-	3%	5%	-	-	-	6%	2%	4%	-	5%	3%	5%	2%	3%	7%	1%	4%	8%	-	-	-	5%	3%	4%	4%	6%	4%	2%	-	5%	1%	-	5%	1%			
1	Count	4	2	1	-	1	-	-	-	1	-	3	-	1	3	4	-	1	-	1	-	1	1	-	-	4	-	2	-	1	3	1	1	2	1	2	2	2			
	%	2%	3%	2%	-	2%	-	-	-	1%	-	6%	-	1%	2%	3%	-	1%	-	1%	-	1%	-	-	2%	-	2%	-	2%	2	1%	3%	6%	1%	3%	-	1%	2%			
Not at all important 0	Count	6	1	3	1	1	-	-	-	3	2	-	1	3	3	6	-	2	1	-	1	-	1	-	6	1	1	1	1	2	4 (B)	2	-	5 (C)	3	-	1	1			
	%	2%	1%	5%	2%	2%	-	-	-	4%	2%	2%	-	3%	2%	4%	-	3%	3%	1%	-	8%	-	-	-	4%	3%	1%	4%	3%	24%	1%	-	36%	-	-	1%				



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q15 How important or otherwise do you think that each of these initiatives are in boosting the reputation of the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK? - Facilitating joint working projects between industry and NHS to support patient care																																								
Base: All																																								
		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.						Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy		
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89		
Important	Count	165	41	47	52 (A D)	23	2	5	16	49	57	38	5	65	95	82	83 (A)	50	34	49	19	8	5	12	44	109	19	68	78	25	78	62	8	93	64 (A B)	9	84	72 (B)		
	%	66%	53%	72%	83%	53%	100%	63%	53%	62%	67%	79%	63%	60%	71%	59%	73%	64%	67%	72%	68%	62%	50%	67%	66%	66%	63%	69%	74%	62%	47%	60%	81%	64%	57%	81%				
Neither	Count	81	35 (B C)	15	11	20 (C)	-	3	12	30	26	10	3	42	36	53 (B)	28	23	18	7	5	6	21	54	10	39	32	9	44	28	8 (C)	59 (C)	14	4	61 (C)	16				
	%	32%	45%	23%	17%	47%	-	38%	40%	38%	31%	21%	38%	39%	27%	38%	25%	31%	40%	26%	27%	38%	50%	33%	31%	33%	34%	36%	28%	26%	35%	31%	47%	38%	18%	29%	41%	18%		
Not important	Count	4	1	3	-	-	-	-	2	-	2	-	-	2	2	3	1	2	1	1	-	-	-	-	2	2	-	1	3	-	3	1	2	1	2	1	2	1		
	%	2%	1%	5%	-	-	-	-	7%	-	2%	-	-	2%	2%	2%	1%	3%	2%	1%	-	-	-	-	3%	1%	-	1%	3%	-	2%	1%	6%	1%	1%	7%	1%	1%		



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q15 How important or otherwise do you think that each of these initiatives are in boosting the reputation of the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK? - Facilitating joint working projects between industry and NHS to support patient care

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.						Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy		
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)		
Total	Count	250	77	65	63	43	2	8	30	79	85	46	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	168	17	154	79	14	147	89
	Mean	8	8	8	9	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	7	8	8	8	8	8	8
	Median	9	8	9	9	8	9	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	9	7	8	9	8	8	8	9
Very important 10	Count	33	6	8	16 (A)	3	-	2	3	9	13	6	2	12	19	9	24 (A)	8	4	14	4	1	1	4	8	5	20	8	13	15	6	19	8	-	20	13	2	15	16
	%	13%	8%	12%	25%	7%	-	25%	10%	11%	15%	13%	25%	11%	14%	7%	21%	12%	7%	21%	15%	8%	10%	22%	13%	12%	17%	12%	13%	18%	15%	9%	-	13%	16%	14%	10%	18%	
9	Count	39	7	11	14	6	1	2	1	12	13	11	2	13	24	13	26 (A)	11	8	12	4	2	2	2	9	28	2	14	23	5	14	20	3	22	14	1	20	18	
	%	16%	9%	17%	22%	14%	50%	25%	3%	15%	15%	23%	25%	12%	18%	9%	23%	15%	14%	18%	15%	15%	20%	11%	13%	17%	7%	13%	20%	15%	11%	22%	14%	18%	7%	14%	20%		
8	Count	53	15	16	11	11	-	6	16	16	15	-	22	31	35	18	17	15	11	6	3	1	3	11	39	5	20	28	6	20	27 (B)	1	25	26 (B)	3	24	26		
	%	21%	19%	25%	17%	26%	-	20%	20%	19%	31%	-	20%	23%	25%	16%	23%	26%	16%	23%	10%	17%	16%	17%	16%	17%	19%	25%	18%	16%	30%	6%	17%	33%	21%	16%	29%		
7	Count	40	13	12	11	3	1	1	6	12	15	6	1	18	21	25	15	13	7	12	5	2	1	3	15	22	7	21	12	8 (C)	25 (C)	7	4	25	11	3	25	12	
	%	16%	17%	18%	17%	7%	50%	13%	20%	15%	18%	13%	13%	17%	16%	13%	17%	12%	18%	19%	10%	13%	13%	22%	13%	24%	19%	11%	24%	20%	8%	24%	16%	14%	21%	17%	13%		
6	Count	65	24 (B C)	8	7	16 (B C)	-	9	20	18	9	-	29	26	35	20	17	15	10	5	5	3	3	14	38	7	25	23	5	29	21	5	41 (C)	9	1	43 (C)	11	-	
	%	26%	31%	12%	11%	37%	-	30%	25%	21%	17%	-	27%	20%	25%	18%	23%	26%	15%	19%	38%	30%	17%	21%	23%	24%	23%	20%	15%	23%	23%	29%	11%	7%	29%	12%			
Neither important nor unimportant 5	Count	20	7	6	4	3	-	2	2	6	8	2	2	8	10	13	7	5	6	2	-	1	3	6	11	3	14 (C)	3	4	13	3	3	14	3	13	4	-		
	%	8%	9%	9%	6%	7%	-	25%	7%	8%	9%	4%	25%	7%	8%	9%	6%	7%	10%	9%	8%	-	10%	17%	9%	7%	10%	13%	3%	12%	10%	3%	18%	9%	4%	21%	9%	4%	
4	Count	6	4	1	-	1	-	1	1	4	-	-	5	1	5	1	1	2	2	-	-	-	1	5	-	6	-	2	4	-	2	-	4	2	-	5	1	-	
	%	2%	5%	2%	-	2%	-	13%	3%	5%	-	-	13%	5%	-	4%	1%	3%	3%	-	-	10%	-	1%	3%	-	5%	-	2%	4%	-	3%	3%	-	3%	-	1%		
3	Count	2	1	1	-	-	-	-	1	-	1	-	-	1	2	-	1	1	1	-	-	-	-	1	1	-	1	-	1	-	2	-	-	-	2	-	-		
	%	1%	1%	2%	-	-	-	-	3%	-	1%	-	-	1%	1%	-	1%	2%	-	-	-	-	-	1%	1%	-	1%	-	2%	-	-	-	-	1%	-	-	-		
2	Count	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-		
	%	0%	-	2%	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	6%	-	-	-	-	-		
1	Count	1	-	1	-	-	-	-	1	-	-	-	-	1	-	-	1	1	-	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	1	-	-		
	%	0%	-	2%	-	-	-	-	3%	-	-	-	-	1%	-	-	1%	-	-	-	-	-	-	-	1%	-	-	-	1%	-	-	1%	-	-	1%	-	-	1%	
Not at all important 0	Count	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

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Base: All																																														
	Total	Count	S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located:							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy								
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)								
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)								
Total	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89									
Important	Count	135	29	36	44 (A)	24	2	5	11	42	46	31	5	53	77	68	34	43	30	37	12	7	6	10	34	91	9	52	74 (A B)	14	56	65 (A B)	3	71	61 (A B)	4	59	72 (A B)								
	%	54%	38%	55%	70%	50%	100%	63%	37%	53%	54%	69%	63%	49%	58%	49%	57%	52%	54%	46%	54%	60%	56%	51%	55%	31%	48%	65%	41%	45%	71%	18%	46%	77%	29%	40%	81%									
Neither	Count	107	43 (C)	27	19	18	-	2	17	35	37	16	2	52	53	65	42	29	28	14	6	2	7	31	69	19 (C)	55 (C)	33	19 (C)	66 (C)	22	12 (C)	79 (C)	16	9 (C)	82 (C)	16									
	%	43%	56%	42%	30%	42%	-	25%	57%	44%	44%	33%	25%	48%	40%	47%	38%	39%	48%	41%	54%	46%	20%	39%	42%	66%	51%	29%	56%	53%	71%	51%	20%	64%	56%	18%										
Not important	Count	8	5	2	-	1	-	1	2	2	2	1	1	4	3	6	2	3	-	3	-	-	2	1	2	5	1	1	6	1	3	4	2	4	2	1	6	1								
	%	3%	8%	3%	-	2%	-	13%	7%	3%	2%	2%	13%	4%	2%	4%	2%	4%	-	4%	-	-	20%	6%	3%	3%	3%	1%	5%	3%	2%	4%	12%	3%	3%	7%	4%	1%								



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q15 How important or otherwise do you think that each of these initiatives are in boosting the reputation of the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK? - Working with Government to support NHS Implementation of the recommendations of the Accelerated Access Review (AAR)																																														
Base: All																																														
Total		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)		Gender		D2 Please indicate the SHA/country where your practice/hospital is located.						Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI											
			GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	50+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy								
																																							(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89								
	Mean	8	7	8	9	8	8	7	8	8	8	8	8	8	8	7	8	8	8	8	8	8	8	8	8	8	7	8	8	8	8	8	8	8	8	7	7	9								
	Median	8	7	8	9	8	9	8	7	8	8	8	8	8	7	8	8	7	8	8	8	8	8	8	8	8	7	8	7	8	8	7	8	8	7	7	9									
Very important 10	Count	29	6	3	15 (A B)	5	-	1	3	6	11	8	1	9	19	8	21 (A)	8	3	9	3	2	3	4	8	16	3	11	15	4	16	9	-	19	10	1	13	15								
	%	12%	8%	5%	24%	12%	-	13%	10%	8%	13%	17%	13%	8%	14%	6%	19%	12%	5%	13%	12%	15%	30%	22%	13%	10%	10%	13%	12%	13%	10%	-	12%	13%	7%	9%	17%									
9	Count	22	2	9	9	2	-	1	2	3	11	5	1	5	16	7	15 (A)	7	4	7	2	2	-	2	4	16	-	9	13	1	8	13	1	11	10	1	8	13 (B)								
	%	9%	3%	14%	14%	5%	-	13%	7%	4%	13%	10%	13%	5%	12%	5%	13%	9%	7%	10%	8%	15%	-	11%	6%	10%	-	8%	12%	3%	6%	14%	7%	13%	7%	5%	15%									
8	Count	42	9	13	8	1	1	3	9	13	8	1	18	23	19	15	12	8	4	4	2	1	1	5	38 (B)	4	10	28 (B)	7	12	23 (B)	1	18	23 (B)	1	16	25 (B)									
	%	17%	14%	14%	21%	19%	50%	13%	10%	19%	16%	19%	13%	17%	17%	17%	20%	22%	15%	12%	15%	10%	6%	27%	22%	14%	9%	25%	6%	12%	29%	7%	11%	28%	7%	11%	28%									
7	Count	42	10	15	7	9	1	2	3	18	10	9	2	21	19	29 (B)	13	12	11	13	3	1	2	3	16	23	2	22	18	2	20	20	1	23	18	1	22	19								
	%	17%	13%	23%	11%	21%	50%	25%	10%	23%	12%	19%	25%	14%	21%	21%	12%	16%	19%	19%	12%	8%	20%	17%	12%	24%	14%	7%	20%	16%	6%	16%	22%	6%	15%	23%	7%									
6	Count	55	18	15	12	10	-	10	18	19	8	-	28	27	29	26	11	18	16	6	3	1	1	18	36	9	28	18	8	35 (C)	12	6	41 (C)	4	4	47 (C)	4	25 (B)								
	%	22%	23%	23%	19%	23%	-	33%	23%	22%	17%	-	26%	20%	21%	23%	15%	31%	24%	23%	23%	10%	6%	27%	22%	31%	26%	16%	24%	28%	13%	47%	27%	8%	29%	32%	4%									
Neither important nor unimportant 5	Count	44	19	12	7	6	-	1	7	15	15	6	1	22	21	29	15	15	10	10	5	3	1	6	12	26	8	23	13	8	27	9	2	34	8	3	33 (C)	8								
	%	18%	25%	18%	11%	14%	-	13%	23%	19%	18%	13%	13%	20%	16%	21%	13%	20%	17%	15%	19%	23%	10%	33%	16%	28%	21%	12%	24%	22%	10%	12%	22%	10%	21%	22%	9%									
4	Count	8	6	-	2	-	-	1	2	3	2	1	5	7	1	3	-	2	-	3	-	2	-	1	-	7	2	4	2	4	1	2	4	2	4	2	2 (B)	4								
	%	3%	8%	-	-	5%	-	13%	-	3%	4%	4%	13%	2%	4%	5%	1%	4%	-	3%	12%	-	-	-	1%	4%	7%	4%	2%	9%	3%	1%	12%	3%	3%	14%	1%	4%								
3	Count	5	3	1	-	1	-	1	1	1	1	1	1	2	2	3	2	-	2	-	-	-	1	-	2	3	1	-	4	1	3	-	3	2	-	4	1									
	%	2%	4%	2%	-	2%	-	13%	3%	1%	1%	2%	13%	1%	2%	2%	2%	2%	3%	-	3%	-	-	10%	-	3%	2%	3%	1	-	4	1%	3%	-	3%	1%										
2	Count	1	1	-	-	-	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-	-	-	3%	-	1	-	1	-	1	-	1	-									
	%	0%	1%	-	-	-	-	-	3%	-	-	-	-	1%	-	1%	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	6%	-	-	-	1%	-									
1	Count	1	1	-	-	-	-	-	-	1	-	-	-	1	-	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	1	-	1	-	1	-	-									
	%	0%	1%	-	-	-	-	-	-	1%	-	-	-	1%	-	1%	-	-	-	-	-	-	10%	-	-	-	-	1%	-	-	1%	-	1%	-	1%	-	-									
Not at all important 0	Count	1	1	-	-	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-	1	-	1	-	1	-	-									
	%	0%	-	2%	-	-	-	-	-	-	1%	-	-	-	1%	1%	-	-	-	1%	-	-	-	-	-	1%	-	-	1%	-	6%	-	-	7%	-	-										



Q15 How important or otherwise do you think that each of these initiatives are in boosting the reputation of the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK? - Summary Tables

Reputation of the Pharmaceutical Industry Among Healthcare Professionals

	Total	Q15 How important or otherwise do you think that each of these initiatives are in boosting the reputation of the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK?										Nets				Mean	
		Not at all important 0	1	2	3	4	Neither important nor unimportant 5	6	7	8	9	Very important 10	Not important (0-3)	Neither (4-6)	Important (7-10)		
Sharing good practice on how to conduct safe trials	250	1	-	-	1	3	24	40	48	45	37	51	2	67	181	9	
	100%	0%	-	-	0%	1%	10%	16%	19%	18%	15%	20%	1%	27%	72%		
Facilitating joint working projects between industry and NHS to support patient care	250	-	1	1	2	6	20	55	40	53	39	33	4	81	165	8	
	100%	-	0%	0%	1%	2%	8%	22%	16%	21%	16%	13%	2%	32%	66%		
Providing material on Research and Development of new and innovative drugs	250	-	-	-	1	5	31	50	46	52	23	41	2	86	162	8	
	100%	-	-	-	0%	2%	12%	20%	18%	21%	9%	16%	1%	34%	65%		
Campaigning for NICE to facilitate access to new innovative medicines	250	3	2	3	6	9	30	41	43	46	31	36	14	80	156	8	
	100%	1%	1%	1%	2%	4%	12%	16%	17%	18%	12%	14%	6%	32%	62%		
Committing to zero growth in the medicines bill through the Pharmaceutical Price Regulation Scheme (PPRS)	250	1	1	2	5	5	48	42	41	51	26	28	9	95	146	8	
	100%	0%	0%	1%	2%	2%	19%	17%	16%	20%	10%	11%	4%	38%	58%		
Working with Government to support NHS implementation of the recommendations of the Accelerated Access Review	250	1	1	1	5	8	44	55	42	42	22	29	8	107	135	8	
	100%	0%	0%	0%	2%	3%	18%	22%	17%	17%	9%	12%	3%	43%	54%		
Providing interactive resources for school websites, with science content for students, teachers and parents, which	250	4	2	3	9	11	34	60	38	40	26	23	18	105	127	8	
	100.0%	2%	1%	1%	4%	4%	14%	24%	15%	16%	10%	9%	7%	42%	51%		
Maintaining a central platform for the public disclosure of payments to health professionals	250	8	4	3	7	7	54	45	38	36	15	31	22	106	122	7	
	100%	3%	2%	1%	3%	3%	22%	18%	15%	15%	6%	12%	9%	42%	49%		
Providing secretariat support to the All Party Parliamentary Group on Life Sciences	250	6	4	4	9	9	22	71	37	40	20	16	16	28	130	92	7
	100%	2%	2%	2%	4%	4%	9%	28%	15%	16%	8%	6%	6%	11%	52%	37%	



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q16 How effective, or otherwise, do you think that each of the following ABPI's planned initiatives will be at boosting the reputation of the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK? - Working with the NHS to use patient data under strict and appropriate governance to support innovation, research and development

Base: All

		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		Hospital/secondary Care																																											
		GP	Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy								
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)								
		Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89					
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89							
Effective	Count	128	35	34	40	18	1	4	12	40	43	29	4	52	72	65	63	38	25	40	15	6	4	7	30	91	10	52	66	18	53	57 (B)	7	69	52 (B)	6	60	62 (B)							
	%	51%	45%	52%	63%	42%	50%	50%	40%	51%	60%	60%	50%	48%	54%	47%	56%	51%	43%	59%	58%	7	40%	39%	45%	55%	34%	48%	53%	42%	41%	45%	41%	45%	52 (B)	43%	41%	70%							
Neither	Count	110	38	27	22	22	1	3	15	35	40	17	3	50	57	64	46	30	28	9	7	6	10	33	67	16	51	43	14	65 (C)	31	8	77 (C)	25	6	81 (C)	23								
	%	44%	49%	42%	35%	51%	50%	38%	50%	44%	47%	35%	38%	46%	43%	46%	41%	40%	52%	41%	35%	54%	60%	56%	49%	41%	55%	47%	38%	41%	52%	34%	47%	50%	32%	43%	55%	26%							
Ineffective	Count	12	4	4	1	3	-	1	3	4	2	2	1	7	4	9	3	7	3	-	2	-	-	1	4	7	3	5	4	2	7	3	2	8	2	2	6	4							
	%	5%	5%	6%	2%	7%	-	13%	10%	5%	2%	4%	13%	6%	3%	7%	3%	9%	5%	-	8%	-	-	6%	6%	4%	10%	5%	4%	6%	6%	3%	12%	5%	3%	14%	4%	4%							



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q16 How effective, or otherwise, do you think that each of the following ABPI's planned initiatives will be at boosting the reputation of the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK? - Working with the NHS to use patient data under strict and appropriate governance to support innovation, research and development

Base: All

		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89	
	Mean	8	7	7	8	7	7	7	7	7	7	8	7	7	8	7	8	8	7	8	8	8	7	7	8	8	7	8	8	7	8	7	8	7	7	8	7	8	
	Median	8	7	8	8	7	7	7	8	7	8	8	8	7	8	7	8	7	8	8	7	7	7	7	7	8	7	8	7	8	7	8	7	8	7	8	7	8	
Very effective 10	Count	18	4	3	9	2	-	1	1	2	7	7	1	3	14	5	13 (A)	7	1	7	1	1	1	6	11	2	9	7	4	7	7	-	12	6	-	9	9		
	%	7%	5%	5%	14%	5%	-	13%	3%	3%	8%	15%	13%	3%	11%	4%	12%	9%	2%	10%	4%	8%	10%	6%	9%	7%	8%	6%	12%	7%	8%	-	8%	8%	-	6%	10%		
	Count	21	5	4	10	2	-	-	2	5	7	7	-	7	14	6	15 (A)	4	2	8	4	2	1	2	4	15	1	8	12	1	11	9	1	11	9	1	7	13 (B)	
8	Count	38	12	9	11	6	-	1	4	13	13	7	1	17	20	21	17	15	8	10	2	3	9	26	2	13	23	7	12	19	3	16	19 (B)	14	2	14	22 (B)		
	%	15%	16%	14%	17%	14%	-	13%	13%	16%	15%	15%	13%	16%	15%	15%	15%	20%	14%	15%	8%	8%	20%	17%	13%	16%	7%	12%	20%	21%	10%	21%	18%	10%	24%	14%	10%		
	Count	51	14	18	10	8	1	2	5	20	16	8	2	25	24	33	18	12	14	15	8	2	-	1	11	39	5	22	24	6	23	22	3	30	18	3	30	18	
7	Count	20%	18%	28%	16%	19%	50%	25%	17%	25%	19%	17%	1	25	23%	18%	16%	24%	22%	31%	15%	-	6%	16%	24%	17%	20%	21%	18%	24%	18%	23%	21%	19%	23%	21%	20%	20%	
	%	10%	14%	17%	15%	19%	50%	25%	17%	25%	19%	17%	1	25	23%	18%	16%	24%	22%	31%	15%	-	6%	16%	24%	17%	20%	21%	18%	24%	18%	23%	21%	19%	23%	21%	20%		
	Count	55	17	16	10	12	-	1	9	16	18	11	1	29	31	24	15	17	12	7	3	1	5	18	32	10	21	24	8	27	20	4	36	15	1	37	17		
Neither effective nor ineffective 5	Count	22%	22%	25%	16%	28%	-	13%	30%	20%	21%	23%	13%	23%	22%	22%	21%	20%	29%	18%	27%	23%	10%	28%	27%	19%	34%	19%	21%	24%	22%	22%	24%	23%	19%	7%	25%	19%	
	%	16%	26%	14%	16%	14%	50%	13%	10%	24%	20%	13%	13%	20%	17%	20%	17%	20%	17%	19%	-	31%	40%	22%	17%	16%	17%	24%	13%	12%	23%	10%	23%	10%	21%	25%	7%	7%	
	Count	9	2	3	1	3	4	-	1	3	13	10%	-	6%	1	3	5	4	3	3	2	1	-	1	-	9	1	4	2	6	1	2	5	2	7	-	2	-	
4	Count	4%	1%	3%	3%	9%	-	13%	10%	-	6%	-	13%	3%	4%	4%	3%	-	5%	4%	8%	3%	-	10%	6%	-	5%	3%	4%	4%	6%	5%	3%	14%	5%	-	1	-	
	%	18%	26%	14%	16%	14%	50%	13%	10%	24%	20%	13%	13%	20%	17%	20%	17%	20%	17%	19%	-	31%	40%	22%	17%	16%	17%	24%	13%	12%	23%	10%	23%	10%	21%	25%	7%	7%	
	Count	9	2	3	1	3	4	-	1	3	13	10%	-	6%	1	3	5	4	3	3	2	1	-	1	-	9	1	4	2	6	1	2	5	2	7	-	2	-	
3	Count	5	1	3	1	-	-	-	1	2	2	-	-	3	2	4	1	4	1	4	1	-	-	-	-	-	3	1	2	3	1	2	-	5	-	1	3	1	
	%	2%	1%	5%	2%	-	-	-	3%	3%	2%	-	-	3%	2%	3%	1%	5%	2%	-	-	-	-	-	-	3%	2%	3%	2%	3%	2%	-	7%	2%	1%	2%	1%		
	Count	3	3	-	-	-	-	-	1	1	-	-	-	2	1	3	-	1	-	1	-	-	-	-	-	1	2	1	2	1	2	1	2	1	2	1	2	1	
2	Count	1%	4%	-	-	-	-	-	3%	1%	-	2%	-	2%	1%	2%	-	1%	2%	-	4%	-	-	6%	1%	-	2%	1%	-	2%	-	6%	1%	1%	-	1%	-	1%	-
	%	-	-	-	-	1	-	-	-	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	1	-	-	1	-	-		
	Count	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
1	Count	0%	-	-	-	2%	-	-	-	1%	-	-	-	1%	-	-	-	1%	-	1%	-	-	-	-	-	1%	3%	-	-	-	1%	-	-	1%	-	-	1%	-	
	%	-	-	-	-	2	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	-	-	-	-	1	1	-	-	-	1	-	-	1	-	-	-		
	Count	3	-	1	-	-	-	1	1	1	1	-	1	1 (B C)	1	2	1	1	2	1	1	-	-	-	1	2	1	1	1	1	1	1	1	1	1	1	1	2	
Very ineffective 0	Count	1%	-	2%	-	5%	-	-	-	13%	3%	-	-	2%	1%	1%	1%	1%	1%	3%	-	-	4%	-	-	-	3%	1%	1%	3%	1%	1%	6%	1%	1%	7%	-	2%	
	%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q16 How effective, or otherwise, do you think that each of the following ABPI's planned initiatives will be at boosting the reputation of the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK? - Increasing joint working initiatives between the pharmaceutical industry and the NHS to improve patient care																																							
Base: All																																							
		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI					
			GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	
(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)				
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89	
Effective	Count	141	35	38	42	25	1	2	16	41	51	31	2	57	82	71	70	46	30	36	14	10	5	6	36	99	10	58	73 (A)	17	62	62 (B)	4	73	64 (A B)	4	66	71 (A B)	
	%	56%	45%	58%	67%	58%	50%	25%	53%	52%	60%	65%	25%	52%	62%	51%	63%	61%	52%	53%	54%	77%	4	33%	54%	60%	34%	54%	50%	50%	50%	24%	47%	81%	29%	45%	80%		
Neither	Count	100	39	23	20	17	1	4	11	38	31	16	4	49	47	60	40	27	10	3	4	3	4	9	31	60	17 (C)	48	35	15	26	59 (C)	8 (C)	77 (C)	15	7 (C)	78 (C)	15	
	%	40%	51%	35%	32%	40%	50%	50%	37%	48%	36%	33%	50%	45%	35%	43%	36%	36%	47%	43%	38%	23%	40%	50%	36%	59%	44%	31%	44%	47%	29%	47%	50%	19%	50%	53%	17%		
Ineffective	Count	9	3	4	1	1	-	2 (E)	3	-	3	1	2 (B C)	3	4	7	2	2	1	3	2	-	1	3 (C)	-	6	2	2	5	2	4	3 (B C)	3	-	2 (B C)	3	3		
	%	4%	4%	6%	2%	2%	-	25%	10%	-	4%	2%	25%	3%	3%	5%	2%	3%	2%	4%	8%	-	10%	17%	-	4%	7%	2%	4%	6%	3%	3%	29%	3%	-	21%	2%	3%	



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q16 How effective, or otherwise, do you think that each of the following ABPI's planned initiatives will be at boosting the reputation of the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK? - Increasing joint working initiatives between the pharmaceutical industry and the NHS to improve patient care

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI			
		GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy		
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)		
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89	
	Mean	8	7	8	8	8	9	6	8	8	8	8	6	8	8	7	8	8	7	8	8	9	8	7	8	8	7	8	8	8	8	6	8	9	6	7	9		
	Median	8	7	8	9	8	9	6	8	8	8	8	6	8	8	8	8	8	8	8	8	9	8	7	8	8	7	8	8	5	7	8	5	7	6	7	9		
Very effective 10	Count	30	7	6	13	3	1	1	3	5	12	9	1	8	21	6	24 (A)	11	2	11	3	2	1	2	8	20	3	10	17	6	15	9	1	19	10	1	13	16	
	%	12%	9%	9%	21%	7%	50%	13%	10%	6%	14%	19%	13%	7%	16%	4%	24%	12%	15%	3%	16%	12%	15%	10%	11%	12%	10%	9%	15%	18%	12%	10%	6%	12%	13%	7%	9%	18%	
9	Count	17	3	3	5	6	-	-	3	8	5	1	-	11	6	8	9	6	2	4	2	1	2	1	3	13	-	6	11	1	4	12 (B)	-	7	10 (B)	-	6	11 (B)	
	%	7%	4%	5%	8%	14%	-	-	10%	10%	6%	2%	-	10%	5%	6%	8%	8%	3%	6%	8%	3%	4%	20%	6%	4%	8%	-	6%	10%	3%	13%	-	5%	13%	-	4%	12%	
8	Count	44	9	16	14	5	-	-	2	13	16	13	-	15	29	25	19	13	12	11	3	4	1	2	10	32	1	20	23	3	20	21	2	19	23 (B)	2	22	20	
	%	18%	12%	25%	22%	12%	-	-	7%	16%	19%	27%	-	14%	22%	18%	17%	17%	21%	16%	12%	31%	10%	11%	15%	19%	3%	19%	20%	9%	16%	23%	12%	12%	29%	14%	15%	22%	
7	Count	50	16	13	10	11	-	1	8	15	18	8	1	23	26	32	18	16	14	10	6	3	26	1	15	34	6	22	22	7	23	20	1	28	21	1	25	24	
	%	20%	21%	20%	16%	26%	-	13%	27%	19%	21%	17%	-	23%	20%	23%	16%	21%	24%	15%	23%	23%	10%	6%	16%	21%	21%	20%	19%	21%	18%	22%	6%	18%	27%	7%	17%	27%	
6	Count	42	13	10	9	9	1	-	5	16	15	6	-	21	21	22	20	12	10	6	1	5	11	6	26	7	17	18	4	26	12	3	33 (C)	6	1	32	9		
	%	17%	17%	15%	14%	21%	50%	-	17%	20%	18%	13%	-	19%	16%	16%	18%	16%	21%	15%	23%	8%	10%	28%	16%	16%	24%	16%	12%	21%	13%	18%	21%	8%	7%	22%	10%		
Neither effective nor ineffective 5	Count	45	18	11	10	6	-	2	5	17	14	7	2	22	21	28	17	15	10	12	4	2	2	4	15	26	8 (C)	28 (C)	9	8	28 (C)	9	1	37 (C)	7	4 (C)	36 (C)	5	
	%	18%	23%	17%	16%	14%	-	25%	17%	22%	16%	15%	25%	20%	16%	20%	15%	20%	17%	18%	15%	15%	20%	22%	16%	28%	26%	8%	24%	10%	6%	29%	24%	6%	7%	22%	10%		
4	Count	13	2 (D)	1	1	2	-	2 (D)	1	5	2	3	6	10	3	5	7	5	7	5	7	5	1	1	5	2	3	8	3	5	5	4 (B C)	7	2	2 (C)	10	1		
	%	5%	10%	3%	2%	5%	-	25%	3%	6%	2%	6%	25%	6%	4%	7%	3%	-	9%	10%	-	10%	-	7%	5%	7%	3%	7%	9%	4%	5%	24%	5%	3%	14%	7%	1%		
3	Count	3	1	2	-	-	-	1	2	-	-	-	-	2	1	-	1	1	-	1	-	-	-	1	1	-	2	-	1	-	1	2	-	1	2	-	1	2	-
	%	1%	1%	3%	-	-	-	13%	7%	-	-	-	-	13%	2%	-	1%	1%	1%	-	1%	-	-	10%	6%	-	1%	-	3%	-	1%	2%	6%	1%	-	-	1%	2%	-
2	Count	5	2	1	1	1	-	1	1	-	2	1	1 (B)	4	1	3	4	1	1	2	-	-	2 (C)	-	3	-	2	1	2	2	1	3 (B)	2	-	2 (B C)	2	1	-	1
	%	2%	3%	2%	2%	2%	-	13%	3%	-	2%	2%	13%	1%	2%	3%	1%	1%	2%	1%	8%	-	-	11%	-	2%	7%	2%	1%	6%	2%	1%	18%	1%	-	14%	1%	1%	
1	Count	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very ineffective 0	Count	1	-	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	
	%	0%	-	2%	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	6%	-	-	7%	-	-	-	



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q16 How effective, or otherwise, do you think that each of the following ABPI's planned initiatives will be at boosting the reputation of the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK? - Advocating transparency in clinical trial information (as stated in the ABPI's Code of Practice 2015)																																														
Base: All																																														
	Total	Count	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/Country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI												
			GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy								
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)								
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)								
Total	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89									
Effective	Count	135	38	30	43	23	1	3	14	43	43	32	3	57	75	67	68	44	31	34	14	8	4	7	35	93	11	53	71 (A)	16	61	58	5	70	60 (A B)	3	62	70 (A B)								
	%	54	46	46	68	53	50	38	54	51	67	38	52	56	49	61	59	53	50	54	62	40	39	52	56	38	49	63	47	49	64	29	45	76	21	42	79									
Neither	Count	107	35	34	18	19	1	4	14	35	38	16	4	49	54	64	43	30	24	10	5	6	8	31	68	15	54 (C)	38	15	61	31	8	81 (C)	19	8	81 (C)	18									
	%	43	45	52	29	44	50	50	47	44	45	33	50	45	41	46	38	40	41	47	38	38	60	44	46	41	52	50	34	44	49	34	47	53	23	57	55	20								
Ineffective	Count	8	4	1	2	1	-	1	2	1	4	-	1	3	4	7	1	1	3	2	2	-	3 (B C)	1	4	3 (B)	1	4	3	3	2	4 (B C)	3	1	3 (B C)	4	1									
	%	3	5	2	3	2	-	13	7	1	5	-	13	3	3	5	1	1	5	2	1	3	17	1	2	10	1	4	9	2	24	2	1	21	3	1										



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q16 How effective, or otherwise, do you think that each of the following ABPI's planned initiatives will be at boosting the reputation of the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK? - Advocating transparency in clinical trial information (as stated in the ABPI's Code of Practice 2015)

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI			
		GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy		
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)		
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89	
	Mean	8	8	8	8	8	8	7	7	8	8	8	7	8	8	7	8	8	7	8	8	8	8	7	8	8	7	8	8	7	8	8	6	8	9	6	7	9	
	Median	8	7	7	8	8	9	7	7	8	8	9	7	8	8	7	8	8	7	8	8	9	7	7	8	7	8	7	8	7	8	7	7	8	9	6	7	9	
Very effective 10	Count	24	9	5	8	1	1 (D)	1	2	3	10	8	1	5	18	7	17 (A)	11	2	6	2	1	2	3	8	13	4	11	9	5	12	7	-	15	9	-	11	13	
	%	10%	12%	8%	13%	2%	50%	13%	7%	4%	13%	17%	13%	5%	14%	5%	15%	15%	3%	9%	8%	8%	20%	17%	12%	8%	14%	10%	8%	15%	10%	8%	-	10%	11%	-	7%	15%	
9	Count	23	8	3	6	6	-	-	1	11	6	5	-	12	11	12	11	7	2	7	3	3	1	-	4	19	-	8	15	1	6	16 (B)	-	8	15 (B)	-	9	14 (B)	
	%	9%	10%	5%	10%	14%	-	-	3%	14%	7%	10%	-	11%	8%	9%	10%	9%	3%	10%	12%	23%	10%	-	6%	12%	-	7%	13%	3%	5%	18%	-	5%	19%	-	6%	16%	
8	Count	39	9	6	16	8	-	1	5	10	12	11	1	15	23	20	19	11	14	7	3	3	1	1	7	31	2	14	23	5	18	16	4	19	16	2	13	24 (B)	
	%	16%	12%	9%	25%	19%	-	13%	17%	13%	14%	23%	13%	14%	17%	14%	17%	15%	24%	10%	12%	23%	10%	6%	10%	19%	7%	13%	20%	15%	14%	18%	24%	12%	20%	14%	9%	27%	
7	Count	49	12	16	13	8	-	1	6	19	15	8	1	25	23	28	21	15	13	14	6	1	23	3	16	30	5	20	24	5	25	19	1	28	20	1	29	19	
	%	20%	16%	25%	21%	19%	-	13%	20%	24%	18%	17%	13%	23%	17%	20%	19%	20%	22%	21%	23%	8%	-	17%	24%	17%	19%	21%	20%	21%	15%	20%	21%	18%	25%	7%	20%	21%	
6	Count	44	13	15	8	7	1	1	5	10	19	9	1	15	28	26	18	15	10	11	6	1	5	13	26	8	19	17	6	22	16	5	29	10	3	29	12		
	%	18%	17%	23%	13%	16%	50%	13%	17%	13%	22%	19%	13%	14%	21%	19%	16%	20%	17%	16%	23%	8%	10%	28%	19%	16%	28%	18%	15%	18%	18%	29%	19%	13%	21%	20%	13%		
Neither effective nor ineffective 5	Count	51	16	16	9	10	-	2	7	20	17	5	2	27	22	29	22	13	11	15	4	4	4	3	17	31	7	29 (C)	15	8	32 (C)	11	2	44 (C)	5	4 (C)	42 (C)	5	
	%	20%	21%	25%	14%	23%	-	25%	23%	25%	20%	10%	25%	25%	17%	21%	20%	17%	19%	22%	15%	31%	40%	17%	25%	19%	24%	27%	13%	24%	26%	12%	12%	29%	6%	29%	29%	6%	
4	Count	12	6	3	1	2	-	1	2	5	2	2	-	7	4	9	3	2	3	6	1	-	-	1	-	11	-	6	6	1	7	4	1	8	3	1	10	1	
	%	5%	8%	5%	2%	5%	-	13%	7%	6%	2%	4%	13%	6%	3%	7%	3%	3%	5%	9%	-	-	10%	-	1%	7%	-	6%	5%	3%	6%	4%	6%	5%	4%	7%	7%	1%	
3	Count	4	2	-	1	1	-	1	1	1	1	-	1	2	1	4	-	1	2	-	1	-	-	1	1	2	1	1	2	1	1	2	1	1	-	3	1	1	
	%	2%	3%	-	2%	2%	-	13%	3%	1%	1%	-	13%	1%	2%	1%	3%	-	1%	3%	-	1%	3%	-	6%	1%	1%	3%	1%	2%	3%	2%	1%	12%	1%	-	2%	-	1%
2	Count	2	1	1	-	-	-	-	-	-	-	-	-	1	-	1	1	-	1	-	1	-	-	1	-	1	-	1	-	1	-	2	-	-	-	2	-	-	
	%	1%	1%	2%	-	-	-	-	3%	-	1%	-	-	1%	-	1%	1%	-	-	1%	4%	-	-	6%	-	-	3%	-	1%	3%	1%	-	12%	-	-	14%	-	-	
1	Count	2	1	-	1	-	-	-	-	-	2	-	-	2	2	2	-	-	1	1	-	-	-	1	-	1	-	1	-	1	-	1	-	2	-	1	-	-	
	%	1%	1%	-	2%	-	-	-	-	-	2%	-	-	2%	1%	-	-	-	2%	1%	-	-	-	6%	-	1%	3%	-	1%	-	1%	-	1%	-	7%	1%	-	-	
Very ineffective 0	Count	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q16 How effective, or otherwise, do you think that each of the following ABPI's planned initiatives will be at boosting the reputation of the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK? - Raising awareness of the pharmaceutical industry's contribution to helping patients and the economy

Base: All

		Total	S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
			Hospital/Secondary Care					Other					Under 25		25-34		35-44		45-54		55+		Under 25		25-44		44+		Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
			GP	Doctor	Nurse	Pharmacist	Other	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q16 How effective, or otherwise, do you think that each of the following ABPI's planned initiatives will be at boosting the reputation of the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK? - Raising awareness of the pharmaceutical industry's contribution to helping patients and the economy

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI			
		GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy		
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)		
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89	
	Mean	7	7	7	8	8	7	6	7	8	7	8	6	7	8	7	8	8	7	7	7	8	7	7	8	7	7	8	7	7	8	7	7	8	6	7	8		
	Median	7	7	7	8	8	7	7	7	8	7	8	7	7	8	7	8	8	8	7	7	8	7	8	7	8	7	7	8	7	7	8	7	8	6	7	8		
Very effective 10	Count	13	3	3	6	1	-	-	1	2	4	6	-	3	10	5	8	4	2	3	1	2	1	1	4	8	1	6	3	7	3	7	3	1	7	5	1	5	7
	%	5%	4%	5%	10%	2%	-	-	3%	3%	5%	13%	-	3%	8%	4%	7%	5%	3%	4%	15%	10%	6%	6%	5%	3%	6%	5%	9%	6%	3%	6%	5%	6%	7%	3%	8%		
9	Count	21	2	3	10 (A)	6	-	-	2	8	8	3	-	10	11	6	15 (A)	9	2	6	1	1	2	-	4	17	1	3	17 (B)	2	7	5	14 (B)	-	8	13 (B)	-	7	14 (B)
	%	8%	3%	5%	16%	14%	-	-	7%	10%	9%	6%	-	9%	8%	4%	13%	12%	3%	9%	4%	8%	20%	-	6%	12%	3%	3%	15%	6%	4%	15%	-	5%	16%	-	5%	16%	
8	Count	35	9	8	12	6	-	1	2	14	11	7	1	16	18	17	18	11	7	4	1	3	11	21	-	12	23	2	18	15	2	13	15	2	13	20 (B)	1	13	21 (B)
	%	14%	12%	12%	19%	14%	-	13%	7%	18%	13%	15%	13%	15%	14%	12%	16%	15%	17%	13%	15%	8%	-	17%	16%	13%	-	11%	20%	6%	14%	16%	12%	8%	25%	7%	9%	24%	
7	Count	50	15	18	7	10	-	2	7	16	16	9	2	23	25	29	21	16	15	12	3	4	5	11	34	6	23	21	4	24	22	3	30	17	1	32	17		
	%	20%	19%	28%	11%	23%	-	25%	23%	20%	19%	19%	-	21%	19%	21%	19%	26%	18%	12%	31%	-	28%	16%	21%	21%	21%	19%	12%	19%	24%	18%	19%	22%	7%	22%	19%		
6	Count	48	14	15	11	7	1	1	6	16	19	6	1	22	25	25	23	11	9	16	8	2	2	13	34	7	25	16	7	22	19	3	35	10	1	34	13		
	%	19%	18%	23%	17%	16%	50%	13%	20%	20%	22%	13%	13%	20%	19%	18%	21%	15%	16%	24%	31%	15%	20%	6%	19%	21%	24%	23%	14%	21%	18%	21%	18%	23%	13%	7%	23%	15%	
Neither effective nor ineffective 5	Count	60	24	11	14	10	1	1	5	18	21	15	1	23	36	39	21	19	13	16	5	3	4	5	17	38	10	30	20	11	36 (C)	13	3	46 (C)	11	6	40	14	
	%	24%	31%	17%	22%	23%	50%	13%	17%	23%	25%	31%	13%	21%	27%	28%	19%	25%	22%	24%	19%	23%	40%	28%	25%	23%	34%	28%	18%	32%	29%	14%	18%	30%	14%	43%	27%	16%	
4	Count	13	5	5	2	1	-	-	6 (C D)	2	3	2	-	8	5	9	4	4	5	2	2	-	1	5	7	2	6	5	2	8	3	2	9	2	1	10	2		
	%	5%	6%	8%	3%	2%	-	-	20%	3%	4%	4%	-	7%	4%	7%	4%	5%	9%	3%	8%	-	-	6%	4%	7%	6%	4%	6%	3%	12%	6%	3%	7%	7%	2%	7%		
3	Count	5	3	-	-	2	-	2 (C D)	1	1	1	-	2 (B C)	2	1	3	2	1	-	2	2	-	-	2 (C)	-	3	1	1	3	1	3	1	3	1	2	1	3	1	
	%	2%	4%	-	-	5%	-	25%	3%	1%	1%	-	25%	2%	1%	2%	2%	1%	-	3%	8%	-	-	11%	-	2%	3%	1%	3%	1%	12%	1%	1%	7%	2%	1%			
2	Count	4	2	-	-	-	-	1	-	2	1	-	1 (C)	2	1	4	-	-	2	-	-	-	1	2	-	2	-	2	-	1	2	1	3	1	3	1	3	-	
	%	2%	3%	3%	-	-	-	13%	-	3%	1%	-	13%	2%	1%	3%	-	-	2%	3%	-	-	10%	-	3%	1%	-	2%	3%	2%	1%	6%	2%	-	7%	2%	-		
1	Count	1	-	-	-	1	-	-	-	-	1	-	-	-	1	1	-	-	1	-	-	-	-	-	-	1	1	-	-	-	-	-	1	-	-	-	-		
	%	0%	-	-	-	2%	-	-	-	-	1%	-	-	-	1%	-	1%	-	-	2%	-	-	-	-	-	1%	3%	-	-	-	-	1%	-	-	7%	-	-		
Very ineffective 0	Count	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q16 How effective, or otherwise, do you think that each of the following ABPI's planned initiatives will be at boosting the reputation of the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK? - Publicly disclosing payments to health professionals at an individual level on a single, searchable database

Base: All

		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located:							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		GP (A)	Hospital/Seco ndary Care Doctor (C)	Nurse (D)	Pharmacist (E)	Other (F)	Under 25 (A)	25-34 (B)	35-44 (C)	45-54 (D)	55+ (E)	Under 25 (A)	25-44 (B)	44+ (C)	Male (A)	Female (B)	South East (A)	Midlands (B)	North (C)	Wales and South West (D)	Scotland (E)	Northern Ireland (F)	Unfamiliar (A)	Neither (B)	Familiar (C)	Unfavourable (A)	Neither (B)	Favourable (C)	Untrustworthy (A)	Neither (B)	Trustworthy (C)	Unfavourable (A)	Neither (B)	Favourable (C)	Untrustworthy (A)	Neither (B)	Trustworthy (C)								
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89							
	%	100	31	26	25	17	1	3	12	31	33	18	3	43	53	56	46	35	25	25	8	5	4	5	23	63	12	40	54	12	39	51 (B)	3	51	48 (A B)	1	42	59 (A B)							
Effective	Count	102	33	22	29	17	1	3	11	28	30	30 (C D)	3	39	60	56	46	35	25	25	8	5	4	5	23	74	8	40	54	12	39	51 (B)	3	51	48 (A B)	1	42	59 (A B)							
	%	41	33	34	46	40	50	38	37	35	35	63	38	36	45	41	41	47	43	37	31	38	40	28	34	45	28	37	48	35	31	56	18	33	61	7	29	66							
Neither	Count	124	36	36	28	23	1	3	16	40	49	16	3	56	65	65	59	33	29	37	13	8	4	12	38	74	17	59	48	18	75 (C)	31	85 (C)	9	85 (C)	30	8	89 (C)	27						
	%	50	47	55	44	53	50	38	53	51	58	33	38	51	49	47	53	44	50	54	50	62	40	67	57	45	59	55	42	53	60	34	55	53	38	57	61	30							
Ineffective	Count	24	8	7	6	3	-	2	3	11	6	2	2	14	8	17	7	7	4	6	5	-	2	1	6	17	4	9	11	4	11	9	5 (B C)	18 (C)	1	5 (B C)	16	3							
	%	10	10	11	10	7	-	25	10	14	7	4	25	13	6	12	6	9	7	9	19	-	20	6	9	10	14	8	10	12	9	10	29	12	1	36	11	3							



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q16 How effective, or otherwise, do you think that each of the following ABPI's planned initiatives will be at boosting the reputation of the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK? - Publicly disclosing payments to health professionals at an individual level on a single, searchable database

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.								Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI				
		GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy				
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)			
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89			
	Mean	7	7	7	7	7	7	7	6	7	7	7	7	7	7	7	7	7	7	7	7	8	7	7	7	7	7	7	7	7	7	7	7	5	7	8	5	7	8		
	Median	7	7	7	7	7	7	7	7	6	7	6	7	6	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	6	8	6	7	8	6	7	8		
Very effective 10	Count	11	4	2	5	-	-	1	1	2	3	4	1	3	7	3	8	4	-	5	1	1	-	1	5	5	2	5	4	3	5	3	-	8	3	-	6	5	-		
	%	4%	5%	3%	8%	-	-	13%	3%	3%	4%	8%	13%	3%	5%	2%	7%	5%	-	7%	4%	8%	-	6%	7%	3%	7%	5%	4%	9%	4%	-	5%	4%	-	4%	-	4%	6%		
		9	Count	13	2	2	8	1	-	-	3	6	4	-	3	10	4	9	4	4	2	5	1	1	1	2	10	1	5	7	3	2	8 (B)	-	7	6	1	4	8		
8	Count	36	13	7	9	7	-	1	3	12	8	1	15	17	19	13	7	10	2	2	2	2	1	7	28	4	13	19	5	10	21 (B)	1	17	18	-	14	22 (B)	-	14	22 (B)	
	%	14%	17%	11%	14%	16%	-	13%	10%	15%	14%	17%	13%	14%	15%	12%	17%	17%	12%	15%	8%	15%	20%	6%	10%	17%	14%	12%	17%	15%	8%	23%	6%	11%	23%	-	10%	25%			
		7	Count	42	14	11	7	9	1	7	11	9	14	1	18	23	32 (B)	10	14	14	8	4	1	1	2	9	31	1	17	24	1	22	19 (A)	2	19	21 (B)	-	18	24 (B)	-	18
6	Count	44	13	14	10	7	-	1	4	11	24	4	1	15	28	23	9	12	10	9	3	1	5	13	26	7	20	17	8	22	14	2	32	10	2	32	10	2	32		
	%	18%	17%	22%	16%	16%	-	13%	13%	14%	28%	8%	13%	14%	17%	19%	12%	21%	15%	35%	23%	10%	28%	19%	16%	24%	19%	15%	24%	18%	15%	12%	21%	13%	14%	22%	11%	14%	22%		
		Neither effective nor ineffective 5	Count	62	17	15	17	12	1	1	9	22	20	10	1	31	30	34	28	17	16	18	3	5	3	7	22	33	6	29	27	8	40 (C)	14	5	41	16	6	42	14	6
4	Count	25	22%	23%	27%	28%	50%	13%	30%	28%	24%	21%	13%	28%	23%	25%	25%	23%	28%	26%	12%	38%	30%	39%	20%	21%	27%	24%	24%	32%	15%	29%	27%	20%	43%	29%	16%	3	15	16%	
	%	10	Count	18	6	7	1	4	-	1	3	7	5	2	1	10	7	8	10	7	1	9	1	1	15	4	10	4	2	13	3	2	12	4	-	15	3	15	3		
		3	Count	7	3	1	2	1	-	1	1	2	3	-	1	3	3	4	2	-	1	3	-	1	1	5	1	3	3	1	4	2	2	4	1	2	4	1	2	4	
3	Count	3%	4%	2%	3%	2%	-	13%	3%	3%	4%	-	13%	3%	2%	2%	4%	3%	-	1%	12%	-	10%	6%	1%	3%	3%	3%	3%	2%	12%	4%	3%	1%	14%	2%	2%	2%	2%		
	%	2	Count	4	1	1	2	-	1	1	2	1	-	3	1	3	1	2	1	-	-	-	-	3 (C)	1	-	2	2	-	2	2	2	4	-	4	-	4	-	4		
		1	Count	5	2	1	1	1	-	-	-	3	2	-	3	2	3	2	-	1	2	1	-	1	-	5	1	2	2	-	3	2	1	4	-	1	4	-	1	4	
Very ineffective 0	Count	8	2	4	1	1	-	1	1	4	-	2	1	5	2	8	-	3	2	2	2	1	-	2	6	2	4	3	-	2	3	2	5	-	2 (C)	5	-	2	5		
	%	3%	3%	6%	2%	2%	-	13%	3%	5%	-	4%	13%	5%	2%	6%	-	4%	3%	3%	4%	-	-	-	3%	4%	7%	2%	4%	9%	2%	3%	12%	4%	-	14%	3%	1%			



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q16 How effective, or otherwise, do you think that each of the following ABPI's planned initiatives will be at boosting the reputation of the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK? - Working with Government and other stakeholders to ensure the best possible outcome for patients as the UK leaves the EU

Base: All

		Total	S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)					Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			Hospital/secondary Care																																											
			GP	Nurse	Pharmacist	Other		Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy								
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)								
			Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%				
Total		77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89									
Effective		135	38	35	40	22	-	4	13	44	43	31	4	57	74	70	65	45	28	32	17	7	6	7	32	96	10	55	70 (A)	16	60	59 (B)	6	73	56 (A B)	4	62	69 (A B)								
	%	54%	49%	54%	63%	51%	-	50%	43%	56%	51%	68%	50%	52%	56%	51%	58%	60%	48%	47%	65%	54%	60%	39%	48%	58%	34%	51%	62%	47%	48%	71%	47%	71%	29%	42%	78%									
Neither		106	35	28	22	19	2	4	15	34	38	15	4	49	53	61	45	28	28	32	8	6	4	9	34	63	16	53 (C)	37	15	64 (C)	27	9	77 (C)	20	5	82 (C)	19								
	%	42%	45%	43%	35%	44%	100%	50%	50%	43%	45%	31%	50%	45%	40%	44%	40%	37%	48%	47%	31%	46%	40%	50%	51%	38%	55%	49%	33%	44%	51%	30%	53%	50%	25%	36%	56%	21%								
Ineffective		9	4	2	1	2	-	-	2	1	4	2	-	3	6	7	2	2	4	1	-	-	2	1	6	3	-	6	3 (B)	1	5	2	4	3	5 (B C)	3	1									
	%	4%	5%	3%	2%	5%	-	-	7%	1%	5%	4%	-	3%	5%	5%	2%	3%	3%	6%	4%	-	-	11%	1%	4%	10%	-	5%	9%	1%	5%	12%	3%	4%	36%	2%	1%								



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q16 How effective, or otherwise, do you think that each of the following ABPI's planned initiatives will be at boosting the reputation of the pharmaceutical industry (i.e. drug companies, drug manufacturers) in the UK? - Working with Government and other stakeholders to ensure the best possible outcome for patients as the UK leaves the EU

Base: All

		S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI				
		GP	Hospital/Secondary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy			
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)		
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89		
Very effective 10	Mean	8	7	7	8	7	6	7	7	8	8	8	7	7	8	7	8	8	7	7	8	8	8	7	7	8	7	8	8	7	8	8	7	8	6	7	8	6	7	8
	Median	8	7	8	9	8	6	7	7	8	8	8	7	7	8	8	8	8	7	7	8	8	8	7	7	8	7	8	8	7	8	7	8	7	8	6	7	8	6	7
9	Count	26	6	4	13	3	-	1	2	6	9	8	1	8	17	8	18 (A)	9	3	7	4	2	1	3	6	17	2	11	13	6	12	8	2	13	11	1	10	15 (B)		
	%	10%	8%	21%	6%	21%	7%	-	13%	7%	8%	11%	17%	13%	7%	13%	6%	16%	12%	5%	10%	15%	10%	17%	9%	10%	10%	7%	10%	12%	18%	10%	9%	12%	8%	14%	7%	7%	17%	
8	Count	17	4	2	10 (B)	3	-	-	2	4	7	4	-	6	11	6	11	4	3	7	1	1	1	-	2	15	-	3	14 (B)	1	7	9	1	7	9	-	8	9		
	%	7%	4%	2%	16%	7%	-	-	7%	5%	8%	8%	-	6%	8%	4%	10%	5%	5%	10%	4%	8%	3%	10%	-	3%	9%	-	3%	12%	3%	6%	10%	6%	5%	11%	-	5%	10%	
7	Count	38	11	10	10	7	-	1	1	13	10	13	1	14	23	21	17	11	7	11	4	3	2	1	8	29	1	17	29	1	16	21 (A)	-	22	16	1	17	20		
	%	15%	14%	15%	16%	16%	-	13%	3%	16%	12%	27%	13%	13%	17%	15%	15%	15%	12%	16%	15%	23%	20%	6%	12%	18%	3%	16%	18%	3%	13%	23%	-	14%	20%	7%	12%	22%		
6	Count	54	18	20 (C)	7	9	-	2	8	21	17	6	2	29	23	35	19	21	15	7	8	1	2	3	16	35	7	24	23	8	25	21	3	31	20	2	27	25		
	%	22%	23%	31%	11%	21%	-	25%	27%	27%	20%	13%	25%	27%	17%	25%	17%	28%	26%	10%	31%	8%	20%	17%	24%	21%	24%	22%	20%	24%	20%	23%	18%	20%	25%	14%	18%	28%		
5	Count	30	7	7	10	5	-	-	7	6	14	3	-	13	17	16	14	9	8	6	5	13	2	3	9	19	3	12	15	3	16	11	4	21	5	1	26 (C)	3		
	%	12%	9%	11%	16%	14%	-	-	23%	8%	16%	6%	-	12%	13%	12%	13%	12%	14%	9%	19%	15%	-	17%	12%	12%	10%	11%	13%	9%	13%	12%	24%	14%	6%	7%	18%	3%		
Neither effective nor ineffective 5	Count	59	21	16	12	8	2	3	6	21	19	10	3	27	29	32	27	17	14	19	2	4	3	5	24 (C)	30	11 (C)	32 (C)	16	10	38 (C)	11	2	44	13	3	40	16		
	%	24%	27%	25%	19%	19%	100%	38%	20%	27%	22%	21%	38%	25%	22%	23%	24%	23%	24%	28%	8%	31%	30%	28%	36%	18%	38%	30%	14%	29%	30%	12%	12%	29%	16%	21%	27%	18%		
4	Count	17	7	5	-	5	-	1	2	7	5	2	1	9	7	13	4	2	6	7	1	2	1	2	14	2	9	6	2	10	5	3 (C)	12	2	1	16	-			
	%	7%	9%	8%	-	12%	-	13%	7%	9%	6%	4%	13%	8%	5%	9%	4%	3%	10%	10%	4%	-	10%	6%	3%	8%	7%	8%	5%	6%	8%	5%	18%	8%	3%	7%	11%	-		
3	Count	4	3	1	-	-	-	-	2	1	-	1	-	3	1	2	2	1	1	1	1	1	-	1	1	2	1	-	3	1	-	3	1	2	1	2	1	2	1	
	%	2%	4%	2%	-	-	-	-	7%	1%	-	2%	-	3%	1%	1%	2%	1%	2%	1%	4%	-	-	6%	1%	3%	-	3%	-	3%	-	3%	6%	1%	3%	7%	1%	1%		
2	Count	2	-	1	-	-	-	-	-	-	-	-	-	2	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	%	1%	-	2%	2%	-	-	-	-	-	-	-	-	2%	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
1	Count	1	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	1	-	1	-	-	1	-		
	%	0%	1%	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	1%	-	-	-	-	6%	-	-	-	-	-	-	1%	-	1%	-	-	1%	-	-		
Very ineffective 0	Count	2	-	-	-	2	-	-	-	-	2	1	-	-	-	-	2	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	2	-		
	%	1%	-	-	-	5%	-	-	-	-	1%	2%	-	-	2%	1%	-	-	1%	-	-	-	-	-	-	-	3%	-	1%	3%	-	1%	-	1%	1%	14%	-	-		



	Total	(i.e. drug companies, drug manufacturers) in the UK?										Nets			Mean		
		Very ineffective				Neither effective nor ineffective				Very effective							
		0	1	2	3	4	5	6	7	8	9	10	Ineffective (0-3)	Neither (4-6)		Effective (7-10)	
Increasing joint working initiatives between the pharmaceutical industry and the NHS to improve patient	250	1	-	-	3	4	13	45	42	50	44	17	30	9	100	141	8
Advocating transparency in clinical trial information (as stated in the ABPI's Code of Practice 2015)	100%	0%	2	2	2%	1%	5%	18%	17%	20%	16%	7%	12%	4%	40%	56%	
Working with the NHS to use patient data under strict and appropriate governance to support innovation, research and	250	-	2	2	4	12	51	43	49	39	23	24	8	107	135	8	
Working with Government and other stakeholders to ensure the best possible outcome for patients as the UK leaves the	100%	-	1	1	2%	5%	20%	18%	20%	16%	9%	10%	3%	43%	54%		
Raising awareness of the pharmaceutical industry's contribution to helping patients and the economy	250	-	1	3	5	9	46	55	51	38	21	18	12	110	128	8	
Publicly disclosing payments to health professionals at an individual level on a single, searchable database	100%	-	0%	1%	2%	5%	24%	12%	22%	15%	7%	10%	4%	42%	54%		
	250	2	1	2	4	17	59	30	54	38	17	26	9	106	135	8	
	100%	1%	0%	1%	2%	4%	18%	22%	20%	15%	8%	7%	5%	44%	51%		
	250	-	1	4	5	13	60	48	50	35	21	13	10	121	119	7	
	100%	-	0%	2%	2%	5%	24%	19%	20%	14%	8%	5%	4%	46%	48%		
	250	8	5	4	7	18	62	44	42	36	13	11	24	124	102	7	
	100%	3%	2%	2%	3%	7%	25%	18%	17%	14%	5%	4%	10%	50%	41%		



Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q17 Taking this into account, and thinking about any work you currently do with a pharmaceutical company/ companies, to what extent do you agree or disagree with each of the following statements? - I keep a record of how much I earn from the pharmaceutical company / companies I work with throughout the year

Base: All

		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			Gender		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy						
		(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)						
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89					
	Mean	1	1	1	1	2	1	2	1	2	1	1	2	2	1	1	1	1	2	1	1	1	1	1	1	2	1	1	2	1	1	2	1	2	1	1	2	1					
	Median	1	0	1	0	2	1	1	1	2	1	0	1	1	1	1	1	2	0	1	1	0	1	0	1	0	1	0	1	0	1	1	0	1	0	1	0	1					
Don't know	Count	25	12	3	5	5	-	1	4	8	10	2	1	12	12	13	12	7	6	6	3	2	1	3	7	15	4	9	12	3	14	8	2	14	9	-	16	9					
	%	10%	16%	5%	8%	12%	-	13%	13%	10%	12%	4%	13%	11%	9%	9%	11%	9%	10%	9%	12%	15%	10%	17%	11%	10%	9%	14%	8%	11%	9%	11%	9%	12%	9%	11%	-	11%	10%				
Strongly disagree	Count	12	5	4	2	1	-	1	-	9 (D)	1	1	1	9 (C)	2	7	5	3	5	3	1	-	-	1	3	8	-	5	7	-	6	6	2	5	5	1	6	5					
	%	5%	6%	6%	3%	2%	-	13%	-	11%	1%	2%	13%	8%	2%	5%	4%	4%	5%	4%	-	-	6%	4%	5%	-	5%	7%	12%	3%	6%	7%	12%	3%	6%	7%	4%	6%					
Tend to disagree	Count	21	-	4	8	9	-	1	2	9	8	1	1	11	9	9	12	5	7	2	1	1	1	-	5	16	1	10	10	1	12	8	-	15	6	2	13	6	-				
	%	8%	-	6%	13%	21%	-	13%	7%	11%	9%	2%	13%	10%	7%	7%	11%	7%	9%	10%	8%	8%	10%	-	7%	10%	3%	9%	9%	3%	10%	9%	-	10%	8%	14%	9%	7%					
Tend to agree	Count	40	6	15	8	10	1	1	6	15	13	5	1	21	18	26	14	12	15	8	2	2	1	1	6	33	1	17	22	4	16	20	3	21	16	2	20	18					
	%	16%	8%	23%	13%	23%	50%	13%	20%	19%	15%	10%	13%	19%	14%	19%	13%	16%	26%	12%	8%	15%	10%	6%	9%	20%	3%	16%	19%	12%	13%	22%	18%	14%	20%	14%	20%						
Strongly agree	Count	40	14	11	7	10	18	7	13	13	7	15	13	27	20	13	6	13	6	13	5	3	2	3	6	31	3	12	25	5	17	18	3	17	20 (B)	3	19	3					
	%	16%	14%	22%	11%	19%	-	-	17%	19%	15%	15%	-	18%	15%	20%	12%	17%	10%	19%	8%	20%	17%	9%	19%	10%	11%	22%	15%	14%	20%	18%	11%	25%	21%	12%	21%	12%					
Does not work with pharmaceutical companies	Count	112	43 (D)	25	33 (D)	10	1	4	13	23	40	32 (C)	4	36	72 (B)	56	56	35	21	31	13	7	5	10	40 (C)	62	20 (C)	55 (C)	37	21 (C)	60	31	7	62 (C)	23	6	74	32					
	%	45%	56%	38%	52%	23%	50%	50%	43%	29%	47%	67%	50%	33%	54%	41%	50%	47%	36%	46%	50%	54%	50%	56%	60%	38%	69%	51%	33%	62%	48%	34%	41%	53%	29%	43%	50%	36%					

Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q17 Taking this into account, and thinking about any work you currently do with a pharmaceutical company/ companies, to what extent do you agree or disagree with each of the following statements? - I have had a conversation with the pharmaceutical company/ companies I work with about how the disclosure of payment data will affect me

Base: All

		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			D1 Are you...?		D2 Please indicate the SHA/country where your practice/hospital is located.								Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy		
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)		
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89		
	Mean	2	2	2	2	2	1	2	2	2	2	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	1	2	2	1	2	2	2	2	2	2	2	2		
	Median	2	0	2	0	2	0	2	2	2	2	0	2	2	2	2	1	2	0	2	1	0	1	0	0	2	0	0	2	0	1	2	0	2	0	2	0	2		
Don't know	Count	31	12	4	8	7	-	1	5	12	10	3	1	17	13	15	16	11	6	8	3	2	1	2	11	18	4	12	15	3	18	10	2	19	10	-	22	9		
	%	12%	16%	6%	13%	16%	-	13%	17%	15%	12%	6%	13%	16%	10%	11%	14%	15%	10%	12%	12%	15%	10%	11%	16%	11%	14%	11%	13%	9%	14%	11%	12%	12%	13%	-	15%	10%		
Strongly disagree	Count	34	11	8	10	5	-	1	4	11	14	4	1	15	18	20	14	8	9	11	3	2	1	3	8	23	2	14	18	2	19	13	3	17	14	2	20	12		
	%	14%	14%	12%	16%	12%	-	13%	13%	14%	16%	8%	14%	14%	14%	14%	13%	11%	14%	16%	12%	15%	10%	17%	13%	12%	14%	7%	13%	16%	6%	15%	14%	18%	11%	18%	14%	14%	13%	
Tend to disagree	Count	33	4	14 (A)	7	8	-	2	4	13	9	5	2	17	14	23	10	2	11	5	2	1	2	4	27	2	13	18	3	16	14	4	17	12	4	14	15	14		
	%	13%	5%	22%	11%	19%	-	25%	13%	16%	11%	10%	25%	16%	11%	17%	9%	3%	21%	16%	19%	15%	10%	11%	6%	16%	7%	12%	16%	9%	13%	15%	24%	11%	15%	23%	10%	17%		
Tend to agree	Count	27	6	9	2	10 (C)	-	-	2	16	6	3	-	18 (C)	9	18	9	11	8	5	1	-	2	1	3	23	1	8	18	2	8	17 (B)	1	11	15 (B)	2	10	15 (B)		
	%	11%	8%	14%	3%	23%	-	-	7%	20%	7%	6%	-	17%	7%	13%	8%	15%	14%	7%	4%	-	20%	6%	4%	14%	3%	7%	16%	6%	6%	19%	7%	19%	14%	7%	17%			
Strongly agree	Count	13	1	5	3	3	1 (A)	-	2	4	6	1	-	6	7	6	7	8	2	1	-	-	-	1	12	-	6	7	3	4	6	-	8	-	5	7	6	7		
	%	5%	1%	8%	5%	7%	50%	-	7%	5%	7%	2%	-	6%	5%	4%	6%	11%	3%	3%	4%	-	-	-	1%	7%	-	6%	6%	3%	7%	-	5%	6%	-	5%	7%			
Does not work with pharmaceutical companies	Count	112	43 (D)	25	33 (D)	10	1	4	13	23	40	32 (C)	4	36	72 (B)	56	56	35	21	31	13	7	5	10	40 (C)	62	20 (C)	55 (C)	37	21 (C)	60	31	7	62 (C)	23	6	74	32		
	%	45%	56%	38%	52%	23%	50%	50%	43%	29%	47%	67%	50%	33%	54%	41%	50%	47%	36%	46%	50%	54%	50%	56%	60%	38%	69%	51%	33%	62%	48%	34%	41%	53%	29%	43%	50%	36%		

Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q17 Taking this into account, and thinking about any work you currently do with a pharmaceutical company/ companies, to what extent do you agree or disagree with each of the following statements? - I would like more information from the pharmaceutical company/ companies I work with about how the disclosure of payment data will affect me

Base: All

		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			D1 Are you...?		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89	
	Mean	2	2	2	1	2	1	2	2	2	1	1	2	2	1	2	1	1	2	2	1	1	1	2	1	2	1	1	2	1	2	2	1	2	2	1	2	1	2
	Median	1	0	2	0	2	1	1	2	2	1	0	1	2	1	2	1	2	1	1	1	0	1	0	2	0	2	0	2	3	0	2	3	0	2	0	2	0	2
Don't know	Count	27	13	3	7	4	-	1	4	8	11	3	1	12	14	13	14	7	8	7	2	2	1	4	10	13	3	12	12	2	17	8	2	17	8	-	19	8	
	%	11%	17%	5%	11%	9%	-	13%	13%	10%	13%	6%	13%	11%	11%	9%	13%	9%	14%	10%	8%	15%	10%	22%	15%	8%	10%	11%	11%	6%	14%	9%	12%	11%	10%	-	13%	9%	
Strongly disagree	Count	11	4	4	3	-	-	1	2	4	2	2	1	6	4	10 (B)	1	5	2	3	1	-	-	1	5	5	1	4	6	1	6	4	4 (B C)	5	2	1	8	2	
	%	4%	5%	6%	5%	-	-	13%	7%	5%	2%	4%	13%	6%	3%	7%	1%	7%	3%	4%	4%	-	-	6%	7%	3%	4%	5%	1	4%	24%	3%	3%	7%	5%	2%			
Tend to disagree	Count	26	10	2	3	-	-	1	4	13	5	3	1	17 (C)	8	20 (B)	6	3	9	1	-	1	-	2	21	2	12	12	4	14	8	3	14	9	3	14	9		
	%	10%	8%	3%	15%	3%	19%	-	13%	13%	16%	6%	6%	13%	16%	6%	14%	5%	4%	21%	13%	4%	-	10%	11%	4%	13%	7%	11%	11%	12%	11%	9%	18%	9%	11%	21%	10%	
Tend to agree	Count	52	9	17	9	16 (A)	1	1	5	24	17	5	1	29	22	28	24	18	9	12	7	4	2	1	6	45 (B)	3	15	34 (B)	6	18	28 (B)	1	22	29 (A B)	4	18	30 (B)	
	%	21%	12%	26%	14%	37%	50%	13%	17%	30%	20%	10%	13%	27%	17%	20%	21%	24%	16%	18%	27%	31%	20%	6%	9%	27%	10%	14%	30%	18%	14%	31%	6%	14%	37%	29%	12%	34%	
Strongly agree	Count	22	2	6	9	5	-	-	2	7	10	3	-	9	13	11	7	6	2	-	-	-	1	-	3	19	-	10	12	-	10	12	-	14	8	14	8		
	%	9%	3%	9%	14%	12%	-	-	7%	9%	12%	6%	-	8%	10%	8%	10%	9%	10%	9%	8%	-	10%	-	4%	12%	-	9%	11%	-	8%	13%	-	9%	10%	-	10%	9%	
Does not work with pharmaceutical companies	Count	112	43 (D)	25	33 (D)	10	1	4	13	23	40	32 (C)	4	36	72 (B)	56	56	35	21	31	13	7	5	10	40 (C)	62	20 (C)	55 (C)	37	21 (C)	60	31	7	62 (C)	23	6	74	32	
	%	45%	56%	38%	52%	23%	50%	50%	43%	29%	47%	67%	50%	33%	54%	41%	50%	47%	36%	46%	50%	54%	50%	56%	60%	38%	69%	51%	33%	62%	48%	34%	41%	53%	29%	43%	50%	36%	

Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q17 Taking this into account, and thinking about any work you currently do with a pharmaceutical company/ companies, to what extent do you agree or disagree with each of the following statements? - I would like more information from my own professional body, trade body or union about how the disclosure of payment data will affect me

Base: All

		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			D1 Are you...?		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89	
	Mean	1	1	1	1	2	3	2	2	2	1	1	2	2	1	1	1	1	2	1	1	1	1	2	1	1	1	1	2	1	1	2	1	2	1	1	2	1	
	Median	1	0	1	0	2	2	1	1	1	1	0	1	2	0	1	1	1	2	0	1	2	0	1	0	1	0	1	1	2	0	1	1	2	0	1	1	1	
Don't know	Count	24	12 (B)	1	5	5	1 (B)	1	4	7	10	2	1	11	12	11	13	9	6	5	2	1	1	4	8	12	2	10	12	1	15	8	2	14	8	1	16	7	
	%	10%	16%	2%	8%	12%	50%	13%	13%	9%	12%	4%	13%	10%	9%	8%	12%	12%	10%	7%	8%	8%	10%	22%	12%	7%	9%	11%	3%	12%	9%	12%	9%	10%	7%	11%	8%		
Strongly disagree	Count	5	2	3	-	-	-	1	2	-	2	-	3	-	2	3	2	3	1	1	-	-	-	-	2	3	-	2	3	-	3	2	1	2	-	3	2		
	%	2%	3%	5%	-	-	-	3%	3%	-	4%	-	4%	-	3%	2%	2%	4%	2%	1%	-	-	-	-	3%	2%	-	2%	3%	-	2%	6%	1%	3%	-	2%	2%		
Tend to disagree	Count	24	5	10	3	6	-	2	3	6	9	4	2	9	13	17	7	3	10	10	-	-	1	1	7	16	1	11	12	2	14	8	3	13	8	1	14	9	
	%	10%	6%	15%	5%	14%	-	25%	10%	8%	11%	8%	25%	8%	10%	12%	6%	4%	17%	15%	-	-	10%	6%	10%	3%	10%	11%	6%	11%	9%	18%	8%	10%	7%	10%	10%		
Tend to agree	Count	59	10	19	14	16 (A)	-	1	6	31 (D E)	15	6	1	37 (C)	21	36	23	16	14	13	9	4	3	3	6	50 (B)	5	23	31	8	25	26	3	31	26	4	30	25	
	%	24%	13%	23%	22%	37%	-	13%	20%	39%	18%	13%	13%	34%	16%	26%	21%	21%	24%	19%	35%	31%	30%	17%	30%	17%	21%	27%	24%	20%	29%	18%	20%	32%	29%	4	20%		
Strongly agree	Count	26	5	7	8	6	-	-	3	10	11	2	-	13	15	15	11	9	6	8	2	1	4	-	4	22	1	7	18	2	9	16 (B)	1	12	13	2	10	14	
	%	10%	6%	11%	13%	14%	-	-	10%	13%	13%	4%	-	12%	10%	11%	10%	12%	10%	12%	8%	8%	-	-	6%	13%	3%	6%	16%	6%	6%	18%	6%	8%	16%	14%	7%	16%	
Does not work with pharmaceutical companies	Count	112	43 (D)	25	33 (D)	10	1	4	13	23	40	32 (C)	4	36	72 (B)	56	56	35	21	31	13	7	5	10	40 (C)	62	20 (C)	55 (C)	37	21 (C)	60	31	7	62 (C)	23	6	74	32	
	%	45%	56%	38%	52%	23%	50%	50%	43%	29%	47%	67%	50%	33%	54%	41%	50%	47%	36%	46%	50%	54%	50%	56%	60%	38%	69%	51%	33%	62%	48%	34%	41%	53%	29%	43%	50%	36%	

Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q17 Taking this into account, and thinking about any work you currently do with a pharmaceutical company/ companies, to what extent do you agree or disagree with each of the following statements? - I have already given, or am likely to give, permission to the pharmaceutical company/ companies I work with to disclose my payment information

Base: All

		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			D1 Are you...?		D2 Please indicate the SHA/country where your practice/hospital is located.								Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
			GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy		
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)		
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89		
	Mean	2	1	2	1	2	1	2	2	2	1	1	2	2	1	2	1	2	2	1	2	2	1	1	1	2	1	1	2	1	2	1	2	1	1	2	1	2		
	Median	1	0	1	0	2	1	1	2	2	1	0	1	2	0	1	1	1	2	0	1	0	1	0	0	1	0	1	1	2	0	1	1	2	0	1	1	1		
Don't know	Count	31	12	5	7	7	-	1	5	11	11	3	1	16	14	16	15	10	6	7	5	2	1	1	11	19	3	12	16	2	18	11	2	16	13	1	20	10		
	%	12%	16%	8%	11%	16%	-	13%	17%	14%	13%	6%	13%	15%	11%	12%	13%	13%	10%	19%	15%	10%	6%	16%	12%	10%	11%	14%	6%	14%	12%	12%	10%	16%	7%	14%	11%			
Strongly disagree	Count	16	5	5	4	2	-	1	2	8	4	1	1	10	5	9	7	7	4	4	-	-	1	2	2	12	1	6	9	1	8	7	3	8	5	1	10	5		
	%	6%	6%	8%	6%	6%	-	13%	7%	10%	5%	2%	13%	9%	4%	7%	6%	9%	7%	6%	-	-	10%	11%	6%	7%	3%	6%	8%	3%	7%	6%	18%	5%	6%	7%	7%	6%		
Tend to disagree	Count	12	-	4	1	7 (C)	-	-	1	8	2	1	-	9 (C)	3	7	5	2	4	3	1	2	1	1	10	1	5	6	1	5	6	1	5	7	5	-	7	5		
	%	5%	-	6%	2%	16%	-	-	3%	10%	2%	2%	-	8%	2%	5%	4%	3%	7%	4%	15%	-	6%	1%	6%	3%	5%	3%	4%	7%	-	5%	6%	-	5%	6%	-	5%	6%	
Tend to agree	Count	49	9	18	10	12	-	1	7	20	16	5	1	27	21	33	16	13	16	12	5	2	1	3	8	38	2	20	27	6	22	21	4	26	19	5	23	21		
	%	20%	12%	28%	16%	28%	-	13%	23%	25%	19%	10%	13%	25%	16%	24%	14%	17%	28%	18%	19%	15%	10%	17%	14%	23%	7%	19%	24%	18%	18%	23%	24%	17%	24%	36%	16%	24%		
Strongly agree	Count	30	8	8	8	5	1	1	2	9	12	6	1	11	18	17	13	8	7	11	2	11	5	2	10	24	2	10	18	3	12	15	14	15	14	1	13	16		
	%	12%	10%	12%	13%	12%	50%	13%	7%	11%	14%	13%	13%	10%	14%	12%	12%	11%	12%	16%	8%	-	20%	6%	7%	15%	7%	9%	16%	9%	10%	16%	6%	10%	18%	7%	9%	18%		
Does not work with pharmaceutical companies	Count	112	43 (D)	25	33 (D)	10	1	4	13	23	40	32 (C)	4	36	72 (B)	56	56	35	21	31	13	7	5	10	40 (C)	62	20 (C)	55 (C)	37	21 (C)	60	31	7	82 (C)	23	6	74	32		
	%	45%	56%	38%	52%	23%	50%	50%	43%	29%	47%	67%	50%	33%	54%	41%	50%	47%	36%	46%	50%	54%	50%	56%	60%	38%	69%	51%	33%	62%	48%	34%	41%	53%	29%	43%	50%	36%		

Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q17 Taking this into account, and thinking about any work you currently do with a pharmaceutical company/ companies, to what extent do you agree or disagree with each of the following statements? - I am concerned about how I will deal with any questions from patients or others resulting from the launch of the payments disclosure database

Base: All

		Total	S1 Please select your role:					D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			D1 Are you...?		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI			
			GP	Hospital/Seco ndary Care Doctor	Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy		
			(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)		
Total	Count	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89		
	Mean	2	2	2	2	2	2	2	2	2	2	1	2	2	2	2	2	2	2	2	2	2	2	2	1	2	2	1	2	2	2	2	2	2	2	2	2	2	2	
	Median	2	0	2	0	2	2	2	2	2	2	1	2	2	2	0	2	1	2	2	1	0	1	0	0	2	0	0	2	0	1	2	3	0	2	3	0	2	0	
Don't know	Count	28	12	3	8	5	-	2	4	8	11	3	2	12	14	13	15	8	5	9	2	3	1	4	10	14	3	13	12	2	17	9	3	17	8	-	20	8	-	
	%	11%	16%	5%	13%	12%	-	25%	13%	10%	13%	6%	25%	11%	11%	9%	13%	11%	9%	13%	8%	23%	10%	22%	15%	8%	10%	12%	11%	6%	14%	10%	18%	11%	10%	-	14%	9%	-	
Strongly disagree	Count	30	5	13	7	4	1	-	3	11	12	4	-	14	16	20	10	5	11	8	3	2	1	1	5	24	1	15	14	3	14	13	3	18	9	3	18	9	-	
	%	12%	6%	20%	11%	9%	50%	-	10%	14%	14%	8%	-	13%	12%	14%	9%	7%	19%	12%	15%	10%	6%	9%	7%	15%	3%	14%	12%	9%	11%	14%	18%	12%	11%	21%	12%	10%	-	
Tend to disagree	Count	35	2	11	7	8	-	2	5	13	12	3	2	18	15	19	16	7	10	11	4	1	2	2	6	27	4	8	23 (B)	4	18	13	4	18	13	4	16	15	-	
	%	14%	12%	17%	11%	19%	-	25%	17%	16%	14%	6%	25%	17%	11%	14%	14%	9%	17%	16%	15%	8%	20%	11%	9%	16%	14%	7%	20%	12%	14%	14%	24%	12%	16%	29%	11%	17%	-	
Tend to agree	Count	36	7	10	5	14 (A C)	-	-	4	19 (D)	7	6	-	23 (C)	13	27 (B)	9	13	10	9	3	-	1	1	4	31 (B)	1	14	21	4	13	19	-	13	23 (B)	1	14	21 (B)	-	
	%	14%	9%	15%	8%	33%	-	-	13%	24%	8%	13%	-	21%	10%	20%	8%	17%	17%	13%	12%	-	10%	6%	6%	19%	3%	13%	19%	12%	10%	21%	-	8%	29%	7%	10%	-		
Strongly agree	Count	9	1	3	3	2	-	-	1	5	3	-	-	6	3	6	7	1	-	1	-	-	-	-	2	7	-	3	6	-	3	6	-	3	6	-	3	5	4	-
	%	4%	1%	5%	5%	5%	-	-	3%	6%	4%	-	-	6%	2%	2%	5%	9%	2%	-	4%	-	-	-	3%	4%	-	3%	5%	-	2%	7%	-	4%	4%	-	3%	4%	-	
Does not work with pharmaceutical companies	Count	112	43 (D)	25	33 (D)	10	1	4	13	23	40	32 (C)	4	36	72 (B)	56	56	35	21	31	13	7	5	10	40 (C)	62	20 (C)	55 (C)	37	21 (C)	60	31	7	82 (C)	23	6	74	32	-	
	%	45%	56%	38%	52%	23%	50%	50%	43%	29%	47%	67%	50%	33%	54%	41%	50%	47%	36%	46%	51%	54%	50%	56%	60%	38%	69%	51%	33%	62%	48%	34%	41%	53%	29%	43%	50%	36%	-	

Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q17 Taking this into account, and thinking about any work you currently do with a pharmaceutical company/ companies, to what extent do you agree or disagree with each of the following statements? - I have already accessed the disclosure database to check my data and make sure it's accurate

Base:All

		S1 Please select your role:																			D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			D1 Are you...?		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
		Hospital/Secondary Care																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						

Reputation of the Pharmaceutical Industry Among Healthcare Professionals

Q17 Taking this into account, and thinking about any work you currently do with a pharmaceutical company/ companies, to what extent do you agree or disagree with each of the following statements? - I have not yet accessed the disclosure database to check my data and make sure it's accurate, but plan to do so

Base: All

		S1 Please select your role:										D3 Please state your date of birth (dd/mm/yyyy)					D3 Please state your date of birth (dd/mm/yyyy)			D1 Are you...?		D2 Please indicate the SHA/country where your practice/hospital is located.							Q1 Pharmaceutical industry familiarity			Q2 Pharmaceutical industry favourability			Q3 Pharmaceutical industry trustworthiness			Favourability towards ABPI			Trust in ABPI		
		Hospital/Secondary Care Doctor					Nurse	Pharmacist	Other	Under 25	25-34	35-44	45-54	55+	Under 25	25-44	44+	Male	Female	South East	Midlands	North	Wales and South West	Scotland	Northern Ireland	Unfamiliar	Neither	Familiar	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy	Unfavourable	Neither	Favourable	Untrustworthy	Neither	Trustworthy			
		GP																																									
		(A)	(B)	(C)	(D)	(E)																																					
		Count	Total	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(C)			
Total	250	77	65	63	43	2	8	30	79	85	48	8	109	133	138	112	75	58	68	26	13	10	18	67	165	29	108	113	34	125	91	17	154	79	14	147	89						
Mean	2	1	2	1	2	3	2	2	2	1	1	2	2	1	2	1	1	2	2	1	1	1	2	1	2	1	2	1	2	1	2	2	1	2	1	1	2	1					
Median	1	0	2	0	2	2	2	2	2	1	0	2	2	0	2	1	1	2	2	1	0	1	0	2	0	2	0	1	2	0	2	1	2	0	2	1	0	2					
Don't know	Count	30	11	5	7	6	1	1	14	9	3	1	2	12	17	13	9	5	4	2	1	3	8	19	5	10	15	5	14	11	2	17	11	1	18	11							
	%	12%	14%	8%	11%	14%	50%	13%	10%	18%	11%	6%	13%	16%	9%	12%	12%	16%	7%	15%	15%	10%	17%	12%	12%	17%	9%	13%	15%	11%	12%	12%	11%	14%	14%	7%	12%	12%					
Strongly disagree	Count	15	4	6	2	3	-	-	3	5	6	1	-	8	7	13 (B)	2	2	5	7	1	-	-	1	2	12	1	7	7	2	7	6	3 (B)	5	7	-	8	7					
	%	6%	5%	9%	3%	7%	-	-	10%	6%	7%	2%	-	7%	5%	9%	2%	3%	9%	10%	4%	-	-	6%	3%	7%	3%	6%	6%	7%	18%	3%	9%	-	5%	8%							
Tend to disagree	Count	22	8	2	7	10	3 (D E)	3	10	4	2	3	13	6	13	9	7	6	7	13	5	10	12	1	5	16	1	10	11	1	13	8	1	12	9	1	10	11					
	%	9%	6%	12%	3%	16%	-	38%	10%	13%	5%	4%	38%	12%	5%	9%	8%	9%	10%	10%	-	-	20%	6%	7%	10%	3%	9%	10%	3%	10%	9%	6%	8%	11%	7%	7%	12%					
Tend to agree	Count	50	8	17	14	11	-	7	19	18	6	-	14	26	24	27	23	14	12	15	6	2	1	3	8	39	1	17	32 (A)	4	23	23	3	26	21	3	26	21					
	%	20%	10%	26%	22%	26%	-	-	23%	24%	21%	13%	-	24%	18%	20%	21%	19%	21%	22%	23%	15%	10%	17%	12%	24%	3%	16%	28%	12%	18%	17%	27%	17%	27%	21%	18%	24%					
Strongly agree	Count	21	6	4	5	5	-	-	1	8	5	4	-	9	12	12	9	8	5	3	2	1	4	17	1	9	11	9	11	8	12	8	12	8	11	7	11						
	%	8%	8%	6%	8%	14%	-	-	3%	10%	9%	8%	-	8%	9%	8%	11%	9%	4%	8%	15%	10%	-	6%	10%	3%	8%	10%	3%	6%	13%	6%	8%	10%	21%	7%	8%						
Does not work with pharmaceutical companies	Count	112	43 (D)	25	33 (D)	10	1	4	13	23	40	32 (C)	4	36	72 (B)	56	56	35	21	31	13	7	5	10	40 (C)	62	20 (C)	55 (C)	37	21 (C)	60	31	7	82 (C)	23	6	74	32					
	%	45%	56%	38%	52%	23%	50%	50%	43%	29%	47%	67%	50%	33%	54%	41%	50%	47%	36%	46%	51%	50%	56%	60%	38%	69%	51%	33%	62%	48%	34%	41%	53%	29%	43%	50%	36%						



Q17 Taking this into account, and thinking about any work you currently do with a pharmaceutical company/ companies, to what extent do you agree or disagree with each of the following statements? - Summary tables

	Q17 Taking this into account, and thinking about any work you currently do with a pharmaceutical company/ companies, to what extent do you agree or disagree with each of the following statements?										Nets		Mean
	Total	Don't know	Strongly disagree	Tend to disagree	Tend to agree	Strongly agree	Does not work with pharmaceutical companies	Works with pharmaceutical companies	Does not work with pharmaceutical companies				
I have already accessed the disclosure database to check my data and make sure it's accurate	250	31	42	22	31	12	112	138	112	2			
from patients or others resulting from the launch of the payments disclosure database	100%	12%	17%	9%	12%	5%	45%	55%	45%				
company/ companies I work with about how the disclosure of payment data will affect me	250	28	30	35	36	9	112	138	112	2			
I have not yet accessed the disclosure database to check my data and make sure it's accurate, but plan to do so	100%	11%	12%	14%	14%	4%	45%	55%	45%				
pharmaceutical company/ companies I work with to disclose my payment information	250	31	16	12	49	30	112	138	112	2			
company/ companies I work with about how the disclosure of payment data will affect me	100%	12%	6%	5%	20%	12%	45%	55%	45%				
I keep a record of how much I earn from the pharmaceutical company/ companies I work with throughout the year	250	27	11	26	52	22	112	138	112	2			
body, trade body or union about how the disclosure of payment data will affect me	100%	11%	4%	10%	21%	9%	45%	55%	45%				
	250	25	12	21	40	40	112	138	112	1			
	100%	10%	5%	8%	16%	16%	45%	55%	45%				
	250	24	5	24	59	26	112	138	112	1			
	100%	10%	2%	10%	24%	10%	45%	55%	45%				

Reputation of the Pharmaceutical Industry Among Healthcare Professionals

