

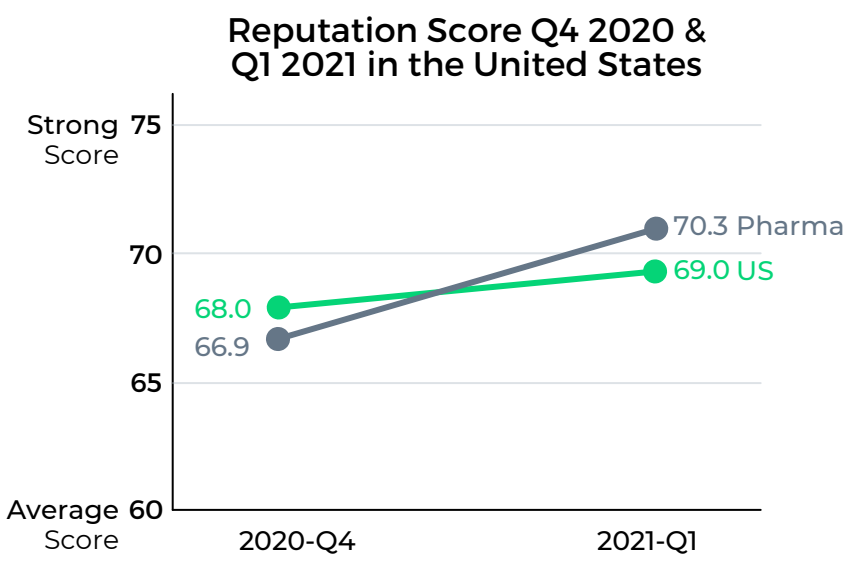
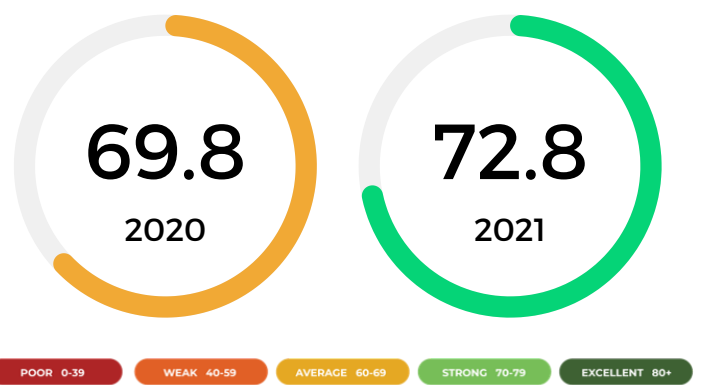
PHARMA 2021

RepTrak™

Pharma reputation is up, but will it last?

Pharma, BioTech, & Life Sciences have delivered against the increased global attention, increasing their reputation score 3.0 points to 72.8.

Pharma, BioTech, and Life Sciences Reputation Score



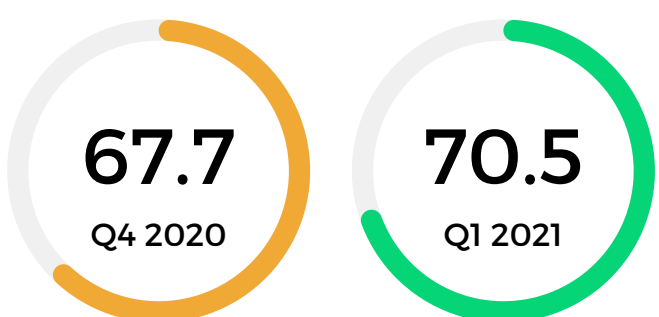
But sentiment is different stateside

Global Pharma reputation is up, but the US remains cautiously optimistic — even into 2021, with a more subtle reputation increase.

Individual reputation is up, but Johnson & Johnson is in for an interesting 2021

J&J saw a 2.8 point increase as their COVID vaccine was approved by the FDA and became available to the public.

Johnson & Johnson Reputation Score



Driver Scores Q4 2020 & Q1 2021 for Johnson & Johnson in the US

Driver	Q4 2020	QoQ change	Q1 2021
Products/Services	71.9	+3.4	75.3
Innovation	67.8	+3.0	70.8
Workplace	65.5	+3.9	69.4
Governance	62.0	+3.5	65.5
Citizenship	66.2	+4.1	70.3
Leadership	68.6	+2.7	71.3
Performance	73.1	+1.1	74.2

And their individual Reputation Drivers saw increases, particularly their Citizenship rating — which monitors factors like "Positive influence on society" and "Supports good causes."

But in April 2021 (Q2), the CDC placed a pause on distribution of the vaccine pending an investigation. This could have a lasting effect on reputation.

RepTrak is continuing to collect data to continuously track effects on Pharma and J&J reputation.



10 DAY
pause on the J&J vaccine

These high scores are not a permanent stamp of approval, but a call to action to continuously meet this "halo glow" with actions and initiatives moving forward.

Read the full report on [RepTrak.com/blog](https://www.reptrak.com/blog)