



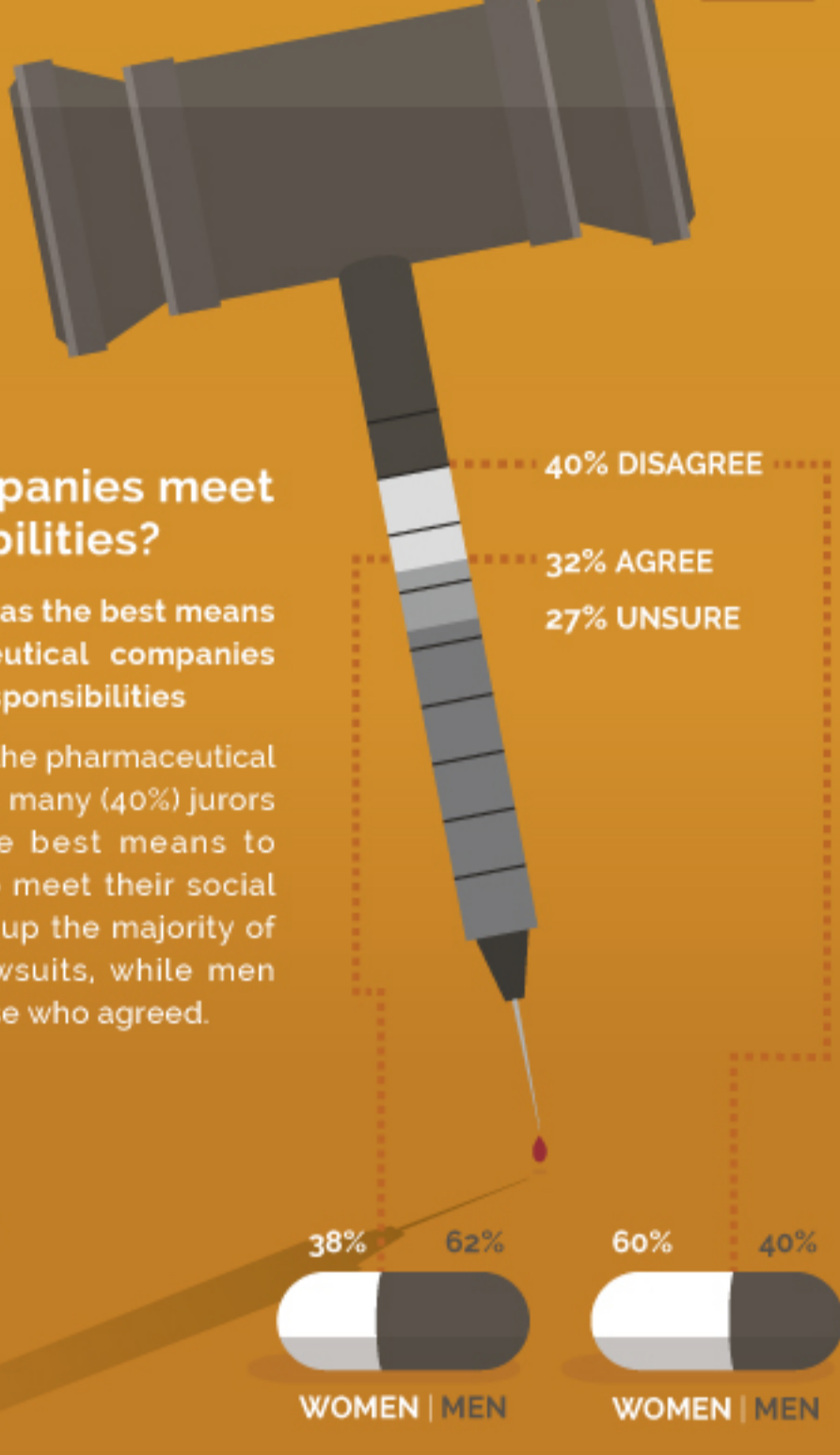
THE PHARMA-S MARKET

At Litigation Insights, we developed a survey that we administered to juror-eligible respondents across the country to assess their attitudes concerning pharmaceutical companies. Several key results of our findings are illustrated below. If you would like to learn more about the rest of our findings, please contact Dr. Jill Leibold.

Do lawsuits ensure pharmaceutical companies meet their social responsibilities?

40% didn't view lawsuits as the best means to make pharmaceutical companies meet their social responsibilities

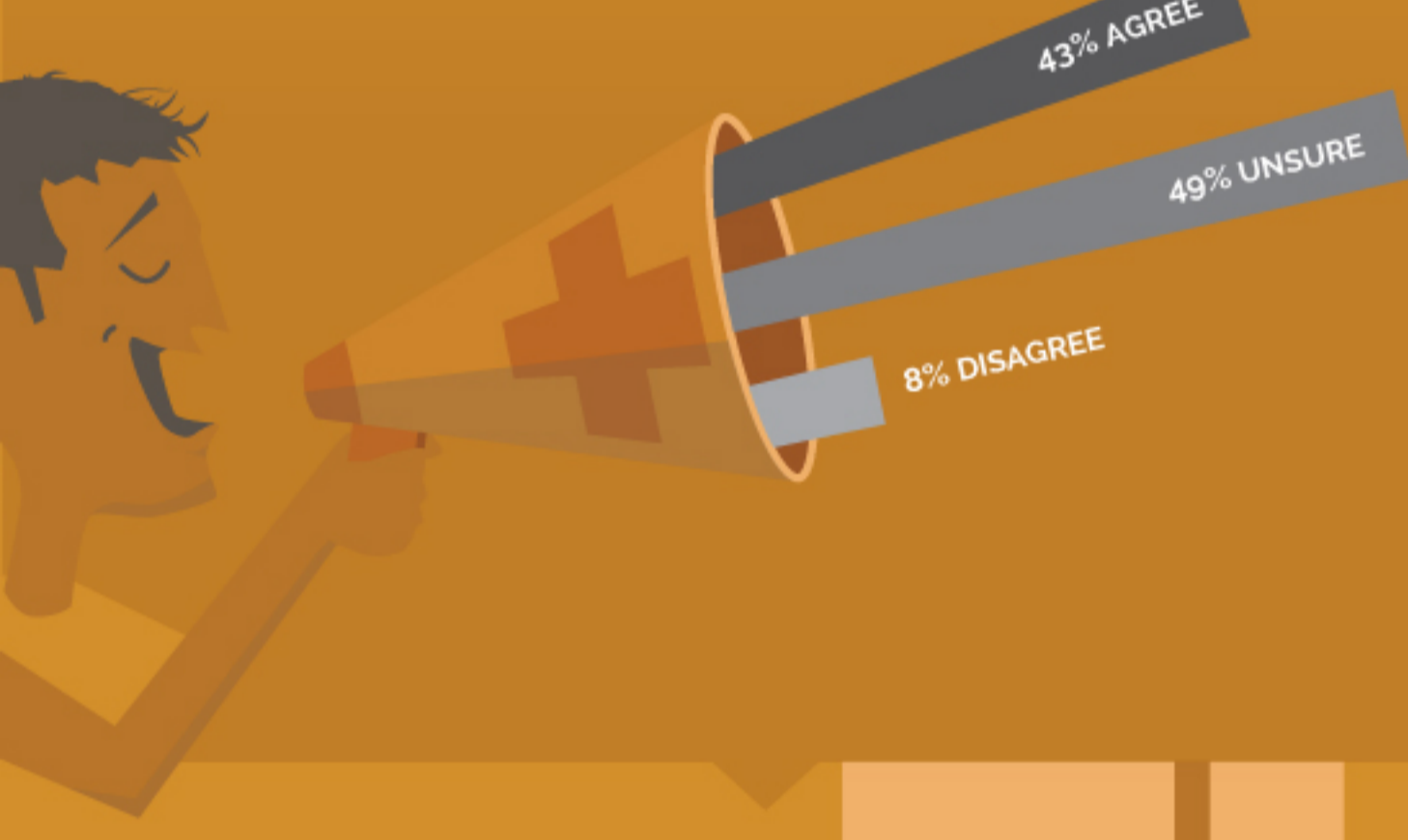
Even though public opinion for the pharmaceutical industry is fairly low in general, many (40%) jurors did not view lawsuits as the best means to encourage drug companies to meet their social responsibilities. Women made up the majority of those who disagreed with lawsuits, while men consisted of the majority of those who agreed.



Do drug companies adequately inform the medical community about risks?

43% agree that the medical community is informed about the risks & side effects

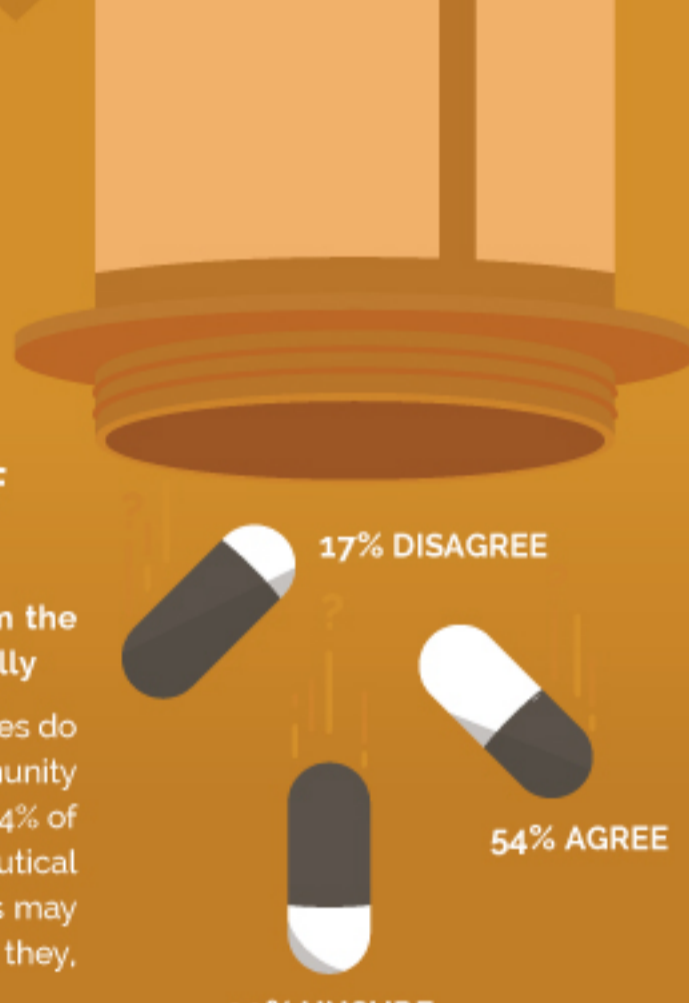
Of the jurors who had an opinion, the majority believed that drug companies do adequately inform the medical community about side effects or potential risks from their products.



Should people be skeptical of what drug companies claim?

54% of jurors view the messaging from the pharmaceutical industry skeptically

Even though 40% of jurors believe drug companies do an adequate job of informing the medical community of any side effects or risks from their products, 54% of jurors also view messaging from the pharmaceutical industry skeptically. Pharmaceutical companies may inform their doctors, but jurors are less sure that they, as consumers, are being adequately informed.



How well does the FDA regulate prescription drugs?

63% who believe the FDA is too strict had some college to a post-college degree

Overall, Americans have very poor views of the government and its agencies. However, when it comes to the FDA specifically, jurors believe the FDA gets its regulation of prescription drugs right. Of those who believe the FDA is too lenient, just over 50% had a high school education or less. Comparatively, 63% of those who believed the FDA is too strict had some college to a post-college degree.

