The perception of counterfeit medicines in the United States*

Very low perception of counterfeit medicines

- **15%** make the connection between counterfeiting and medicine
- **82%** feel they have never been exposed to counterfeit medicines
- **54%** associate counterfeiting with apparel
- **54%** feel that the danger from counterfeit medicines is a certainty

A blatant shortfall of information

- **41%** say they have no information about counterfeit medicines
- Only **12%** feel they are sufficiently well informed

Purchasing medicines online: a practice identified as risky

- For **79%** buying medicines online is a vehicle for exposure to counterfeit medicines
- **59%** feel that counterfeit medicines could also be found in traditional distribution channels
- Only **18%** have already purchased medicines online

Purchasing medicines when traveling: a clearly felt risk of counterfeit products

- **62%** feel there is a risk when traveling abroad
- **83%** a feeling of confidence when buying in Europe
- **50%** a feeling of confidence when buying in Asia
- **77%** of Americans travel with their own medicines
- Only **16%** had already purchased medicines abroad
- **78%** buy only in pharmacies and feel really confident about it

*Happycurious survey conducted for Sanofi with a sample of 10,515 persons (Asia, the United States and Europe), representative of populations (gender, age, region) from May 13-20, 2015 for Asia (4,005 respondents), June 30-July 7, 2015 for the United States, and April 7-17, 2014 for Europe (self-administered with online data collection).