



Very low perception of counterfeit medicines



15% make the connection between counterfeiting and **medicine**



54% associate counterfeiting with **apparel**



82% feel they have **never been exposed** to counterfeit medicines



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

Only 18% have already purchased medicines **online**



59% feel that counterfeit medicines could also be found in **traditional distribution channels**



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