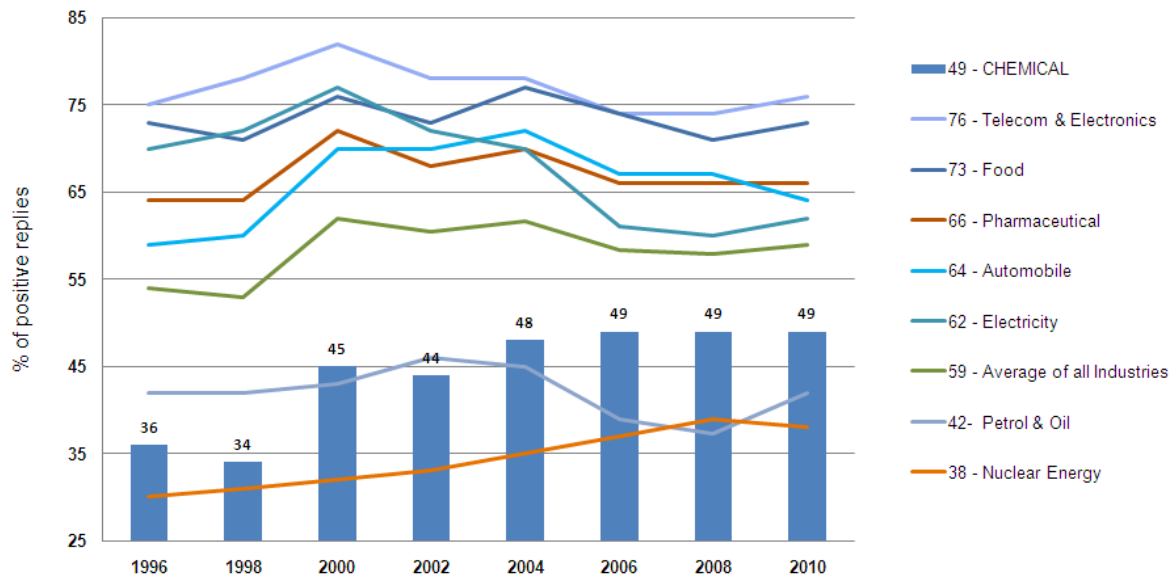




## Chemical Industry Profile

### European chemical industry's public image



Source: Cefic Pan European Survey on the image of the chemical industry 2010

In a Cefic-led pan-European survey released in 2010 on public perceptions of the EU chemical industry, survey respondents ranked the chemicals sector sixth out of eight benchmark industries in terms of having a favourable image and ranked it below the overall average for all sectors. The image of the chemical industry in 2010 is still at the same level as in 2008.