The National Poll on Clinical Research was conducted online in May 2013 by Zogby Analytics for Research!America. The survey has a sample size of 1,006 U.S. adults with a theoretical sampling error of +/- 3.2%.

*Due to rounding, the total may not add to 100 on some slides.
Sponsors

Support for this poll was provided, in part, by the following:

Friends of the National Library of Medicine

Clinical Trials Transformation Initiative

Clinical Research Forum

Association of Clinical Research Organizations
If your doctor found a clinical trial for you and recommended you join, how likely would you be to participate in a clinical trial?

- Very likely: 26%
- Somewhat likely: 13%
- Not likely: 12%
- Would not participate: 3%
- Not sure: 13%

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.
Seven in 10 Say Doctors Don’t Talk About Medical Research

Has your doctor or other health care professional ever talked to you about medical research?

- Yes: 22%
- No: 70%
- Not sure: 8%

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.
One kind of medical research is often referred to as a clinical trial. In this, volunteers choose to participate to test the safety and effectiveness of certain treatments, drugs or devices. Have you ever heard of a clinical trial?

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.
Most Hear About Clinical Trials Through Internet, Media

How did you hear about clinical trials? (multiple responses allowed)

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online/Internet</td>
<td>53%</td>
</tr>
<tr>
<td>Media</td>
<td>39%</td>
</tr>
<tr>
<td>Advertisements</td>
<td>34%</td>
</tr>
<tr>
<td>Doctor/health care provider</td>
<td>24%</td>
</tr>
<tr>
<td>Friends/family</td>
<td>24%</td>
</tr>
<tr>
<td>Patient organization</td>
<td>9%</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
</tr>
<tr>
<td>Not sure</td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.
Most Americans Have Not Participated in Clinical Trials

Have you or anyone in your family ever participated in clinical trials?

- 16% Yes
- 77% No
- 7% Not sure

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.
Fewer than 10% of Americans participate in clinical trials. Which of the following do you think is a reason that individuals don’t participate in clinical trials? (multiple responses allowed)

- Not aware/lack of information: 53%
- Lack of trust: 53%
- Too risky: 51%
- Adverse health outcomes: 44%
- Little or no monetary compensation: 35%
- Privacy issues: 27%
- Too much time: 27%
- Not sure: 11%

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.
Please indicate your willingness to share your personal health information, assuming that appropriate privacy protections are in place.

So researchers can better understand diseases and develop new ways to prevent, treat and cure them
- Yes: 74
- No: 12
- Not sure: 14

To advance medical research
- Yes: 73
- No: 11
- Not sure: 16

So health care providers can improve patient care
- Yes: 72
- No: 14
- Not sure: 14

So public health officials can better track disease and disability and the causes
- Yes: 67
- No: 17
- Not sure: 17

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.
Opinions Split on Whether Clinical Research Occurs without Consent

Would you say that without being told, patients are sometimes included in clinical trials when they are receiving medical treatment?

- Yes: 31%
- No: 41%
- Not sure: 28%

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.
Less Than Half Believe Health Care Services Based on Recent Research

Do you believe that the health care services you receive are based on the best and most recent research available?

- Yes: 46%
- No: 32%
- Not sure: 22%

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.
How much do you admire the following groups of people on a scale of 1 to 4?

- People who volunteer for clinical trials: 37
  - 4 (a great deal): 38
  - 3: 9
  - 2: 4
  - 1 (not at all): 13
  - Not sure: 4

- People who give blood: 61
  - 4 (a great deal): 26
  - 3: 43
  - 2: 7
  - 1 (not at all): 7
  - Not sure: 3

- People who donate an organ: 69
  - 4 (a great deal): 19
  - 3: 3
  - 2: 7
  - 1 (not at all): 13
  - Not sure: 7

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.
Physicians, Internet are Preferred Sources of Info on Clinical Trials

Where would you go to get information about clinical trials? (multiple responses allowed)

- My doctor: 60%
- Online: 57%
- Hospitals: 27%
- Pharmaceutical companies: 25%
- Patient organizations: 18%
- Government institutions: 16%
- Foundations/charities: 16%
- Friends or family: 14%
- Other: >1%
- Not sure: 15%

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.
Doctors Should Educate the Public on Clinical Trials, Americans Say

Which organizations listed below would you say has the greatest responsibility in educating the public about clinical trials?

- **Federal gov't**: 17%
- **Doctors and other health care providers**: 41%
- **Insurance companies**: 16%
- **Pharmaceutical companies**: 16%
- **Patient organizations**: 4%
- **Not sure**: 6%

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.
Nearly Half Say Participants are Treated Fairly and with Respect

How often would you say that participants in clinical trials are treated fairly and with respect?

- Never: 25%
- Rarely: 6%
- Occasionally: 22%
- All the time: 45%
- Not sure: 2%

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.
Reputation, Coverage of Injury are Key Factors for Participation

How important would each of the following factors be in your decision to participate as a volunteer in a clinical trial?

- Reputation of people or institution conducting the research: 69% very important, 20% somewhat important, 3% not very important, 7% not at all important, 7% not sure.
- Whether you would have medical bills covered if you had an injury from the study: 68% very important, 20% somewhat important, 4% not very important, 7% not at all important, 7% not sure.
- Opportunity to possibly improve your own health: 61% very important, 28% somewhat important, 4% not very important, 6% not at all important, 3% not sure.
- Privacy and confidentiality issues: 53% very important, 26% somewhat important, 10% not very important, 8% not at all important, 8% not sure.

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.
Reputation, Coverage of Injury are Key Factors for Participation

How important would each of the following factors be in your decision to participate as a volunteer in a clinical trial?

Opportunity to improve the health of others:
- Very important: 50
- Somewhat important: 36
- Not very important: 7
- Not at all important: 6
- Not sure: 4

Your physician's recommendation:
- Very important: 46
- Somewhat important: 34
- Not very important: 10
- Not at all important: 3
- Not sure: 7

Whether you would be paid to participate:
- Very important: 42
- Somewhat important: 36
- Not very important: 12
- Not at all important: 4
- Not sure: 7

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.
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