



Research Enterprise Survey

February 2010

Research Enterprise Survey

The **Research Enterprise Poll** was conducted online in February 2010 with a sample size of 1,000 American adults for a theoretical sampling error of $\pm 3.1\%$. Data are demographically representative of adult U.S. residents. Research!America and Eli Lilly and Company commissioned Charlton Research Company to conduct the poll.

Questions marked with an * were only asked of a subset of the respondents. Data showing trends over time are also included.

For more information about methodology for this and other Research!America polls, please contact Heather Benson, manager of science outreach at 571.482.2737 or hbenson@researchamerica.org.

Americans Say Health Care Concerns Are Most Important Health Issue

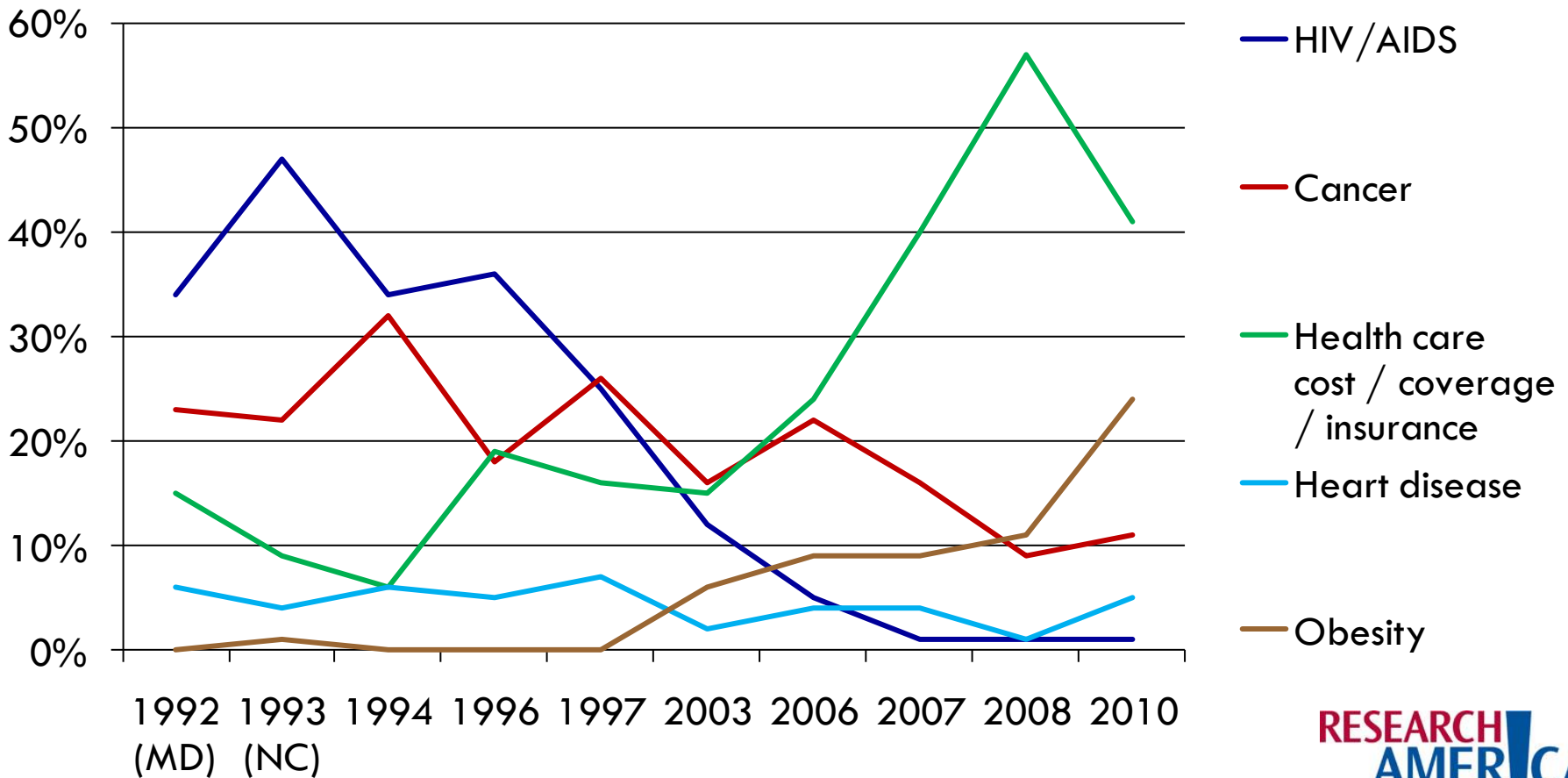
What would you say is the single most important health issue facing people in the U.S. today? (first volunteered responses)

Health care	41%
(insurance, cost, affordability, coverage, government reform)	
Weight/Obesity	24%
Cancer	11%
Heart disease/problems	5%
Diabetes	3%
Lack of nutrition/exercise	3%
Other	10%
Don't know	3%

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America

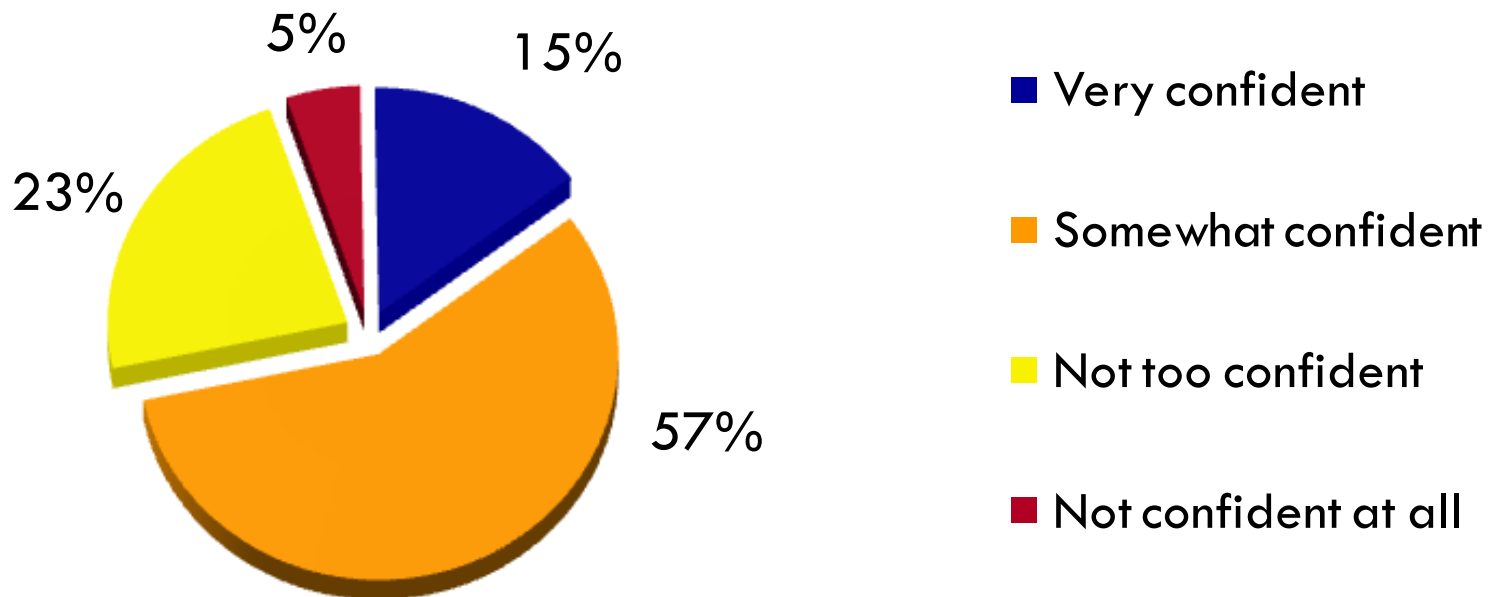
Opinions on America's Most Important Health Issue

What would you say is the single most important health issue facing people in the U.S. today? (first volunteered responses)



Majority of Americans Confident in U.S. Safety Review System

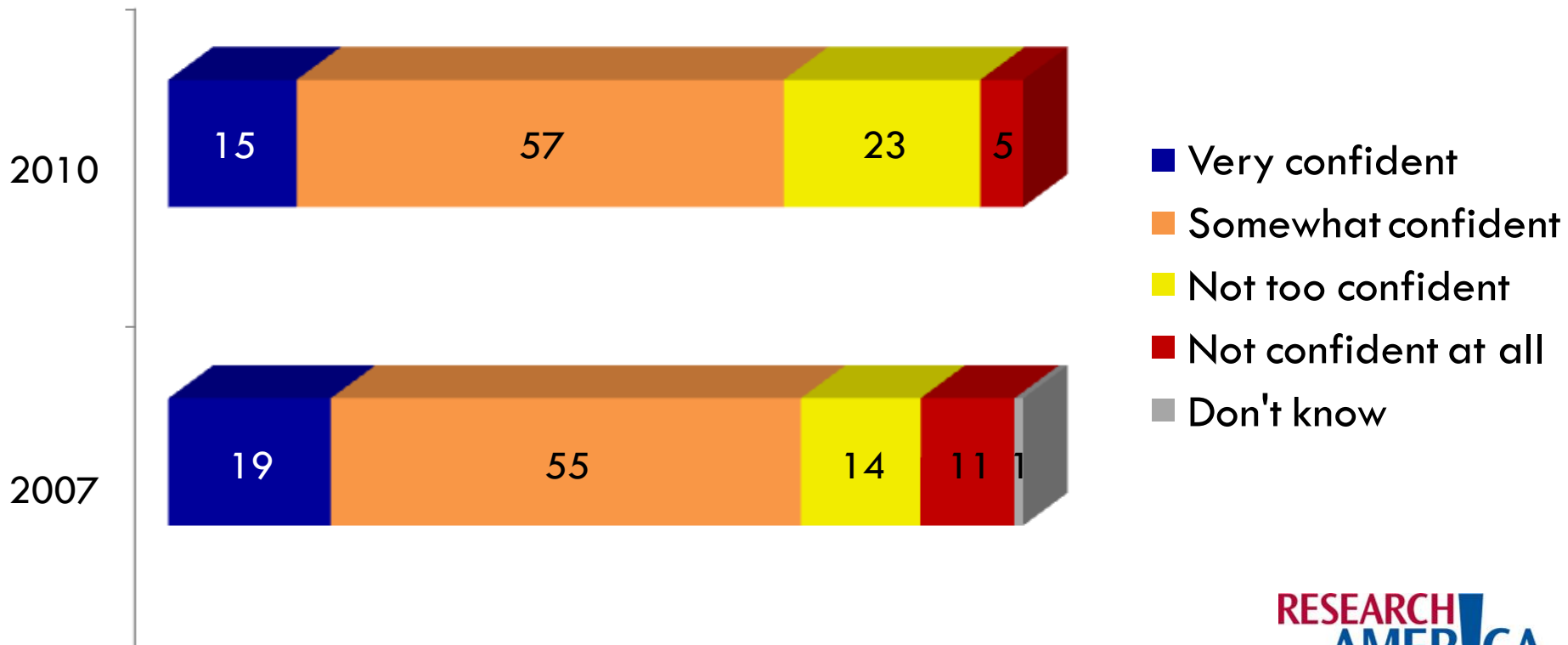
How confident are you in our current system in the U.S. for reviewing the effectiveness and safety of new medicines and medical devices before making them available to the public?



Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America

Majority of Americans Confident in U.S. Safety Review System

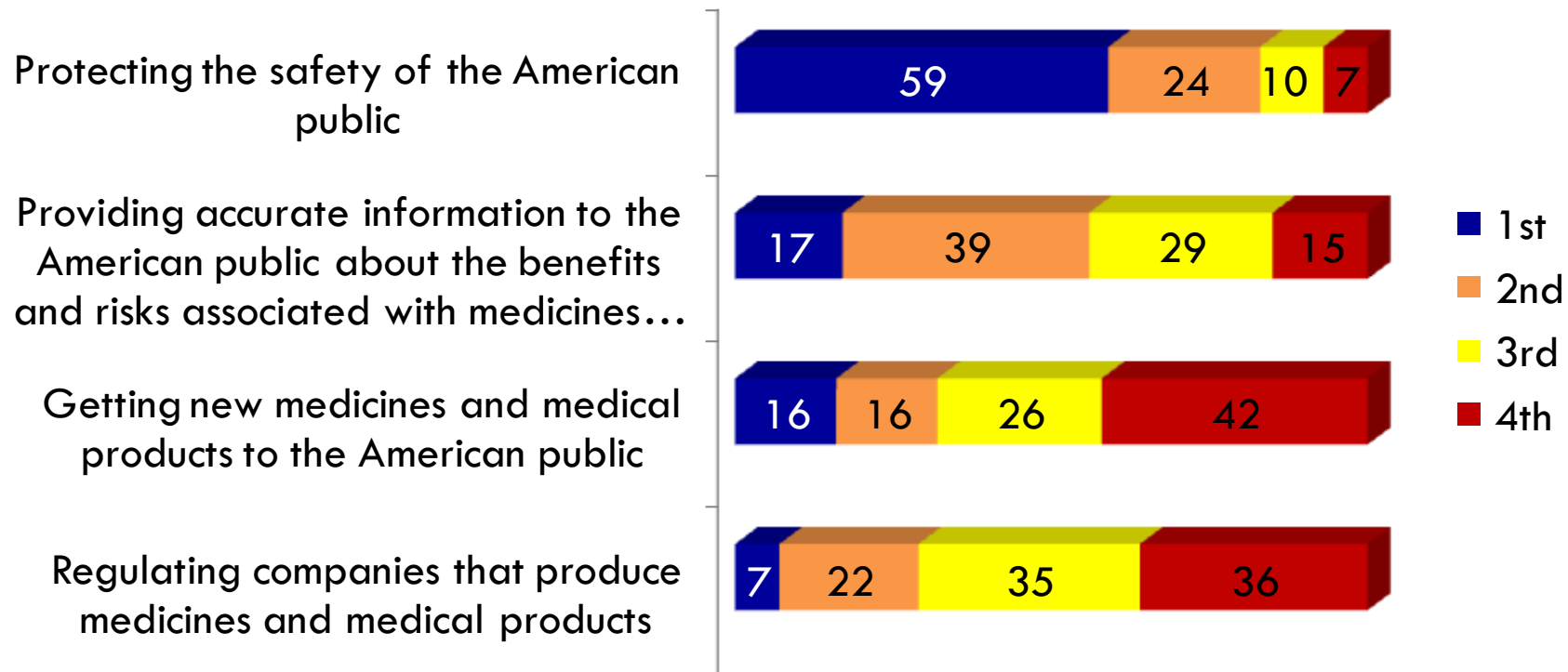
How confident are you in our current system in the U.S. for reviewing the effectiveness and safety of new medicines and medical devices before making them available to the public? (% response)



Source: National Public Opinion Polls
Charlton Research Company for Research!America

FDA's Most Important Job is Protecting the Safety of Americans

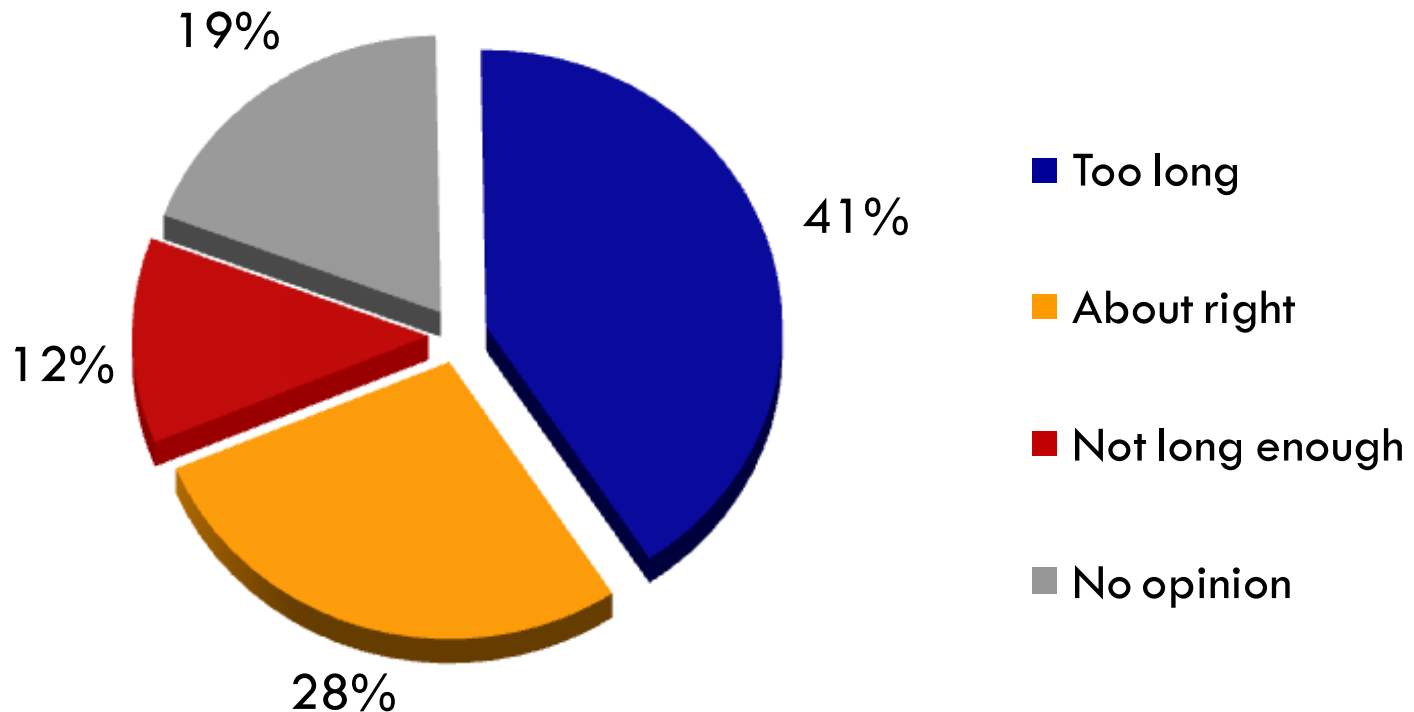
Please rank the importance of the following from one to four, with one being the most important job of the FDA? (% response)



Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America

Many Americans say FDA Approval Time is Too Long

Would you say that the amount of time it takes for the FDA to approve a drug and allow it to be sold to consumers is too long, about right, or not long enough, or do you not know enough about this to have an opinion?



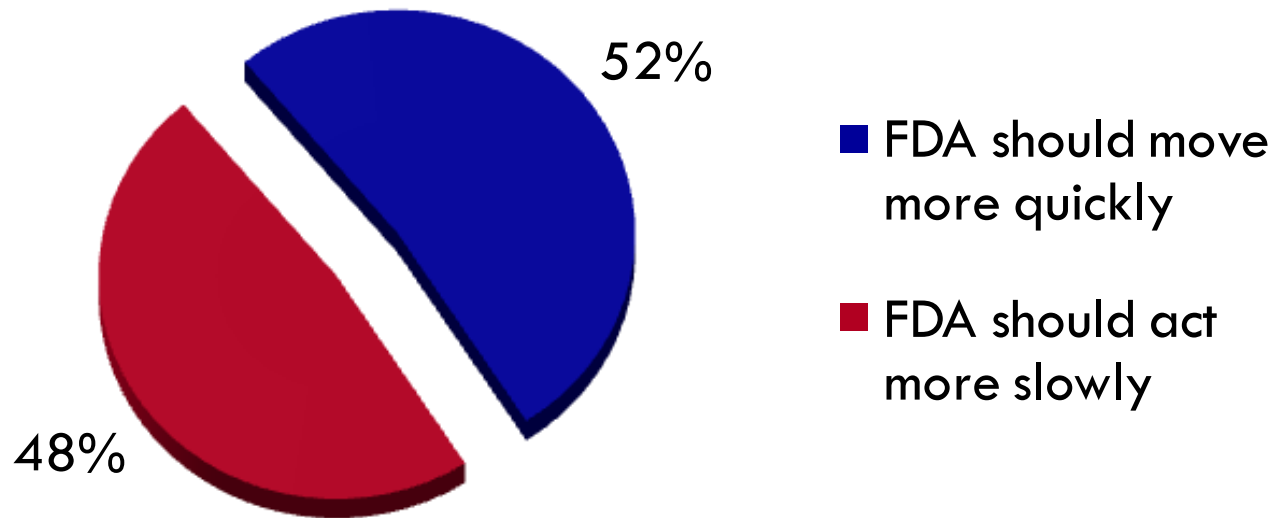
Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America

Americans Split on FDA Approval Process Priorities

Please indicate which of the following statements comes closest to your view:

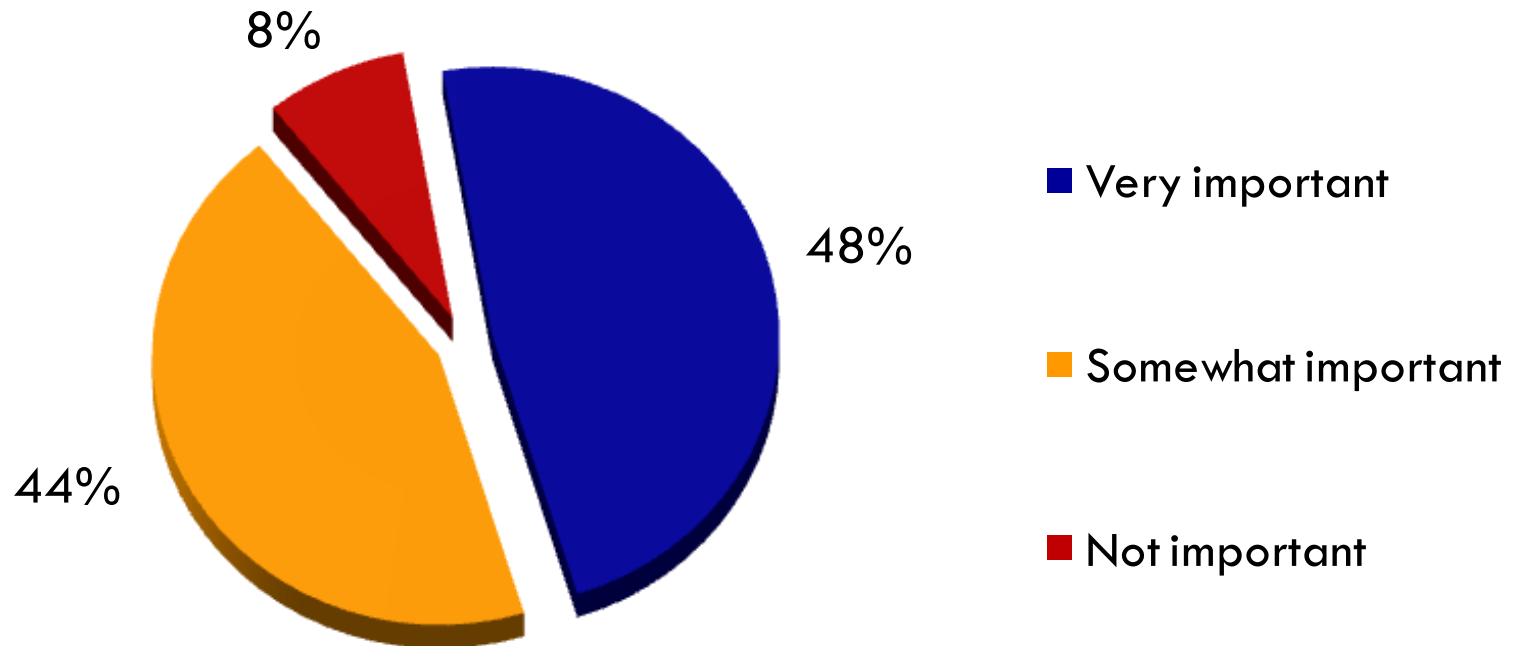
Some people say: the FDA should move more quickly in order to get new treatments to patients, even if it means there may be risks

Other people say: FDA should act more slowly in order to reduce risk, even if it means patients may wait for treatments



Important for Congress to Support Funding for Improving FDA Approval

Some people say the FDA needs to fund university-based experts to help improve the approval process for pharmaceuticals and other medical products. How important do you think it is for the US Congress to support this funding?



Source: Research Enterprise Poll, February 2010
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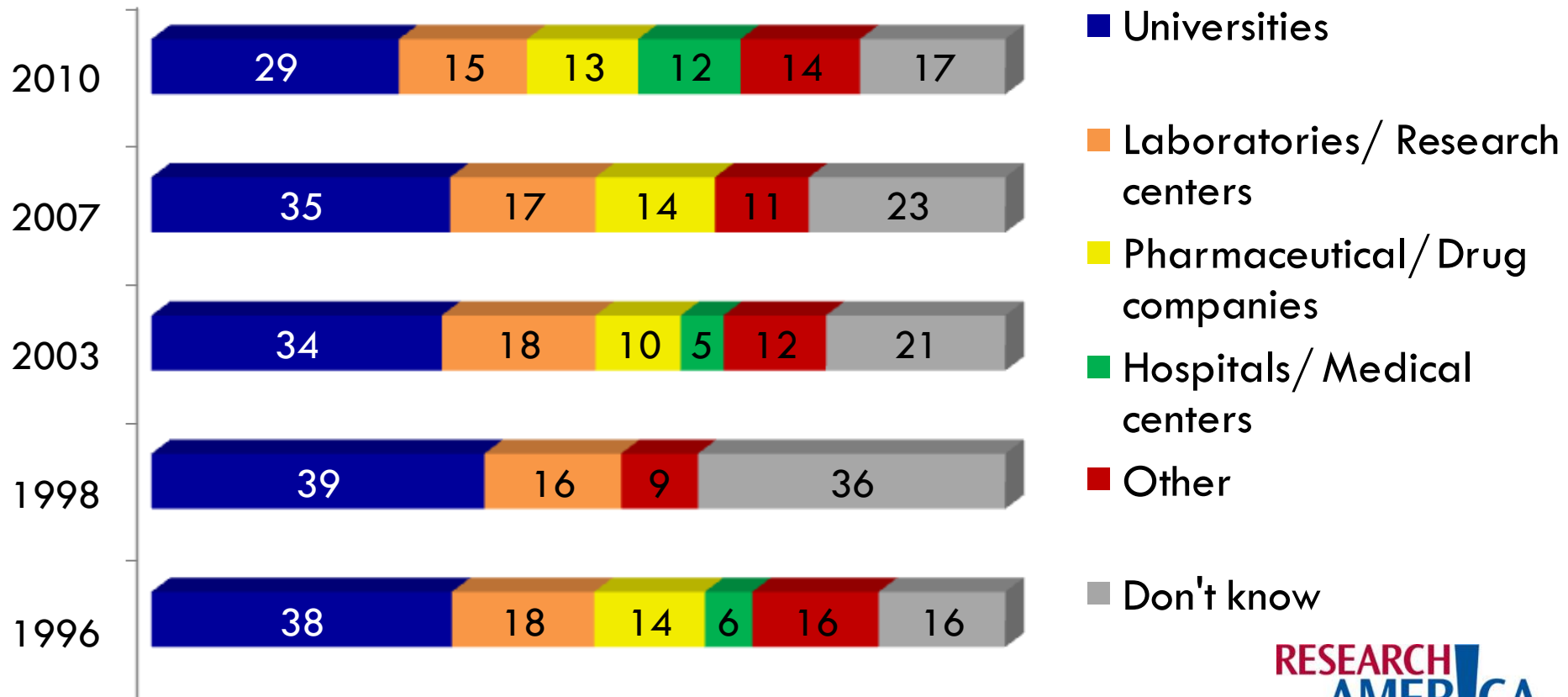
Research Takes Place in Many Institutions and Organizations

*At what type of institutions or organizations do you think most of the medical and health research in this country takes place? (first volunteered responses)

Universities	29%
Don't know	17%
Hospitals/Medical Centers	15%
Pharmaceutical companies	13%
Laboratories/Research centers	12%
Private companies	5%
Government	4%
Other	5%

Research Takes Place in Many Institutions and Organizations

At what type of institutions or organizations do you think most of the medical and health research in this country takes place? (% first volunteered responses)



Source: Public Opinion Polls, 1996-2010
Charlton Research Company for Research!America

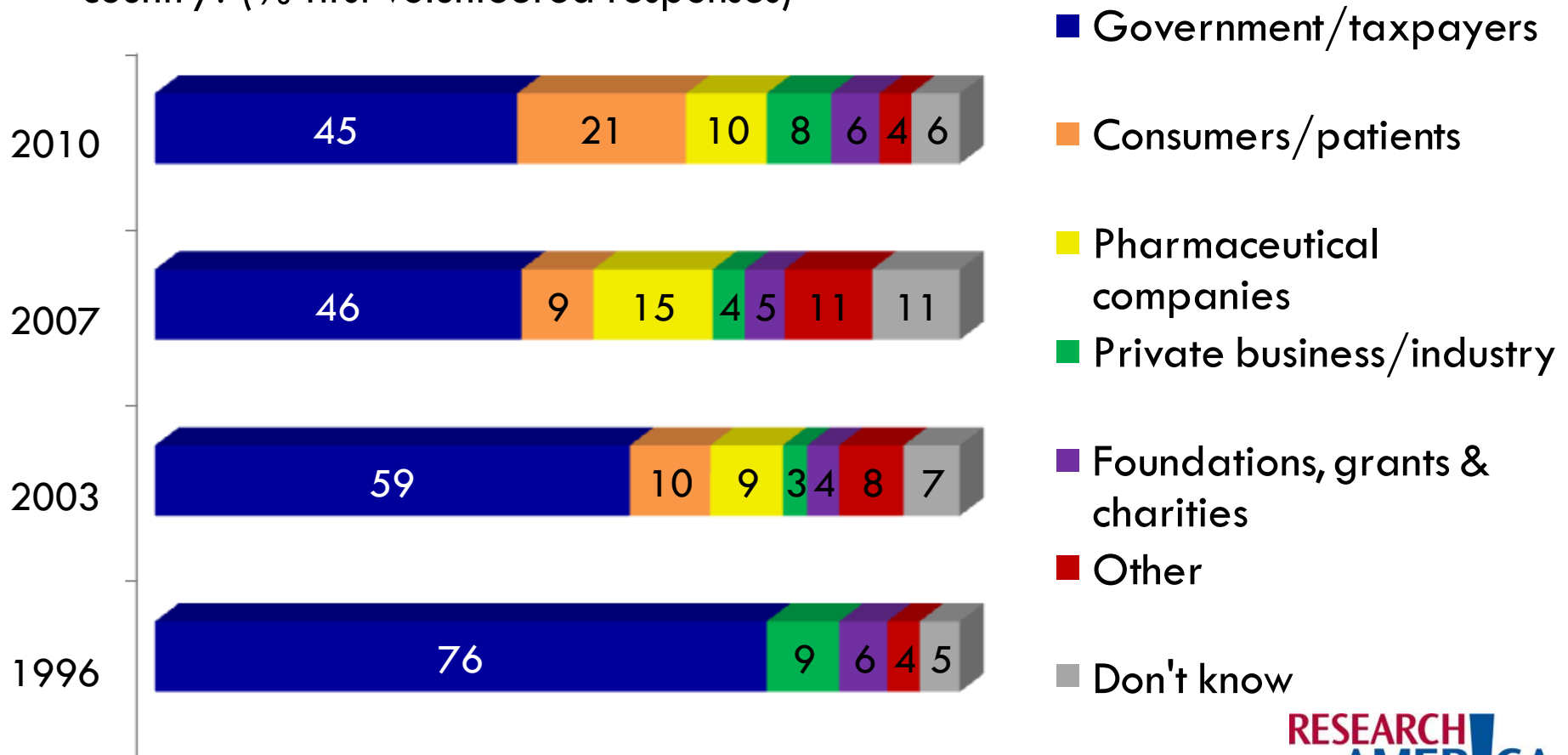
Who Pays for Medical and Health Research in the U.S.?

*Who do you think pays for most of the medical and health research done in this country? (first volunteered responses)

Government/taxpayers	45%
Consumers/patients	21%
Pharmaceutical companies	10%
Private industry	8%
Foundations, grants & charities	6%
Other	4%
Don't know	6%

Who Pays for Medical and Health Research in the U.S.?

Who do you think pays for most of the medical and health research done in this country? (% first volunteered responses)



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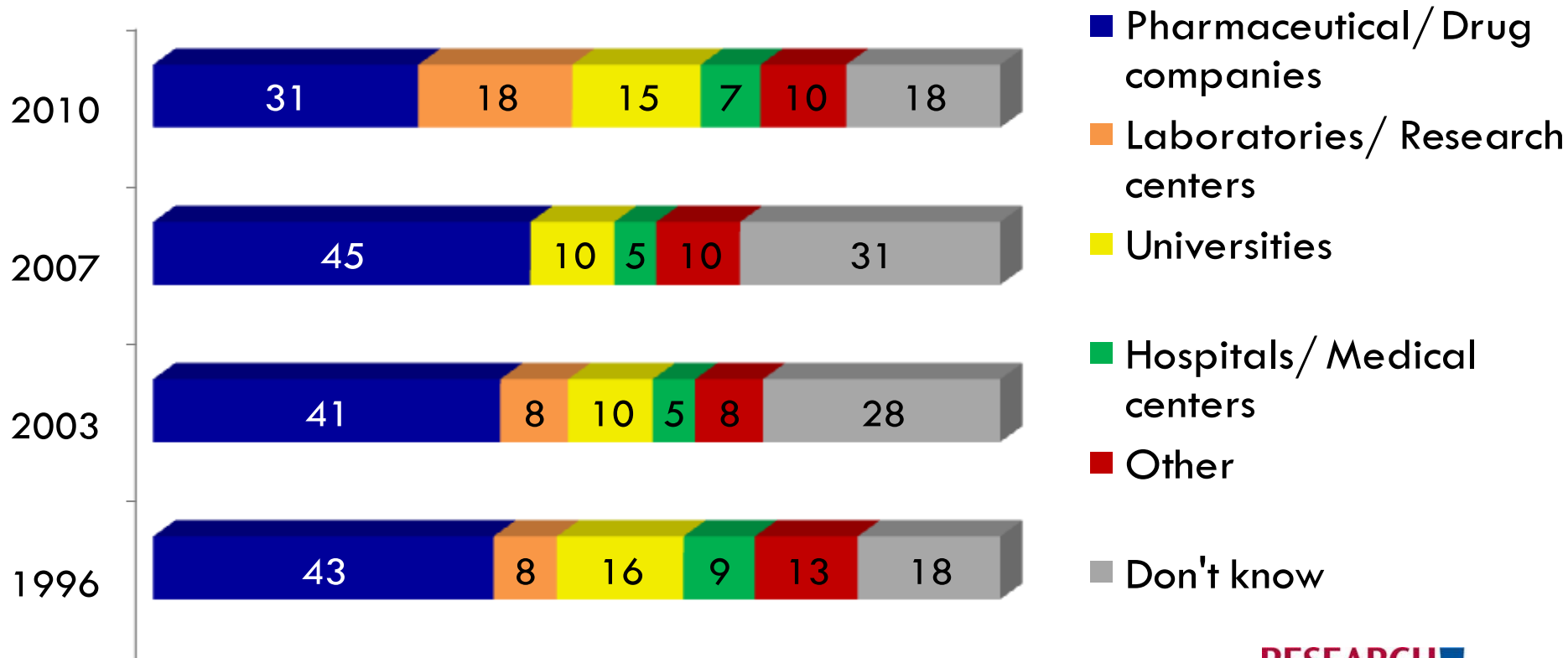
Which Organizations in the U.S. Are Developing New Medicines?

*At what type of institutions or organizations do you think most development of new medicines takes place in this country? (first volunteered responses)

Pharmaceutical companies	31%
Laboratories/research centers	18%
Don't know	18%
Universities	15%
Hospitals/medical centers	7%
Government	4%
Private companies	3%
Other	3%

Which Organizations in the U.S. Are Developing New Medicines?

At what type of institutions or organizations do you think most new drug development/medicines takes place in this country? (% first volunteered responses)



Source: Public Opinion Polls, 1996-2010
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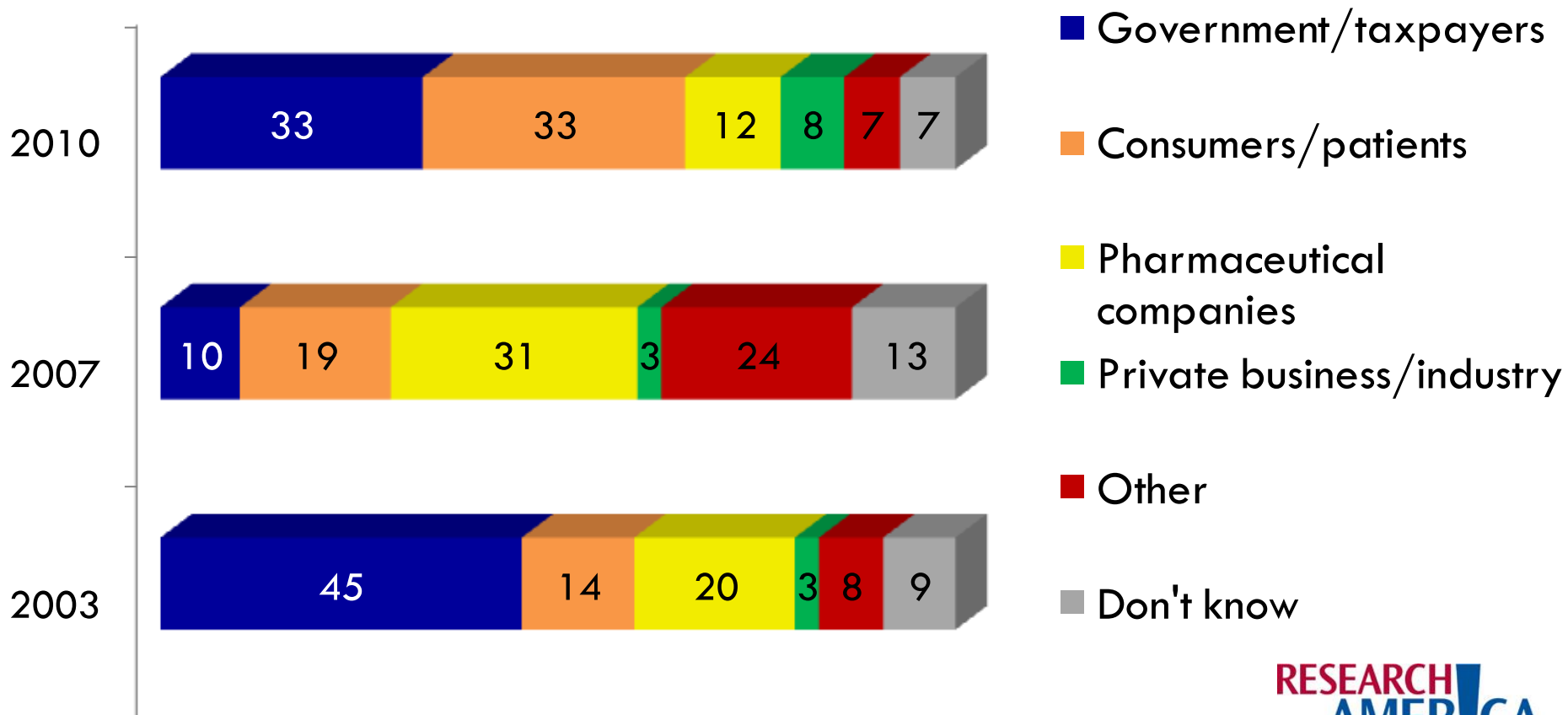
Who Pays for Development of New Medicines in the U.S.?

*Who do you think pays for most of the development of new medicines in this country? (first volunteered responses)

Government/taxpayers	33%
Consumers/patients	33%
Pharmaceutical companies	12%
Private industry	8%
Foundations, grants & charities	5%
Other	2%
Don't know	7%

Who Pays for Development of New Medicines in the U.S.?

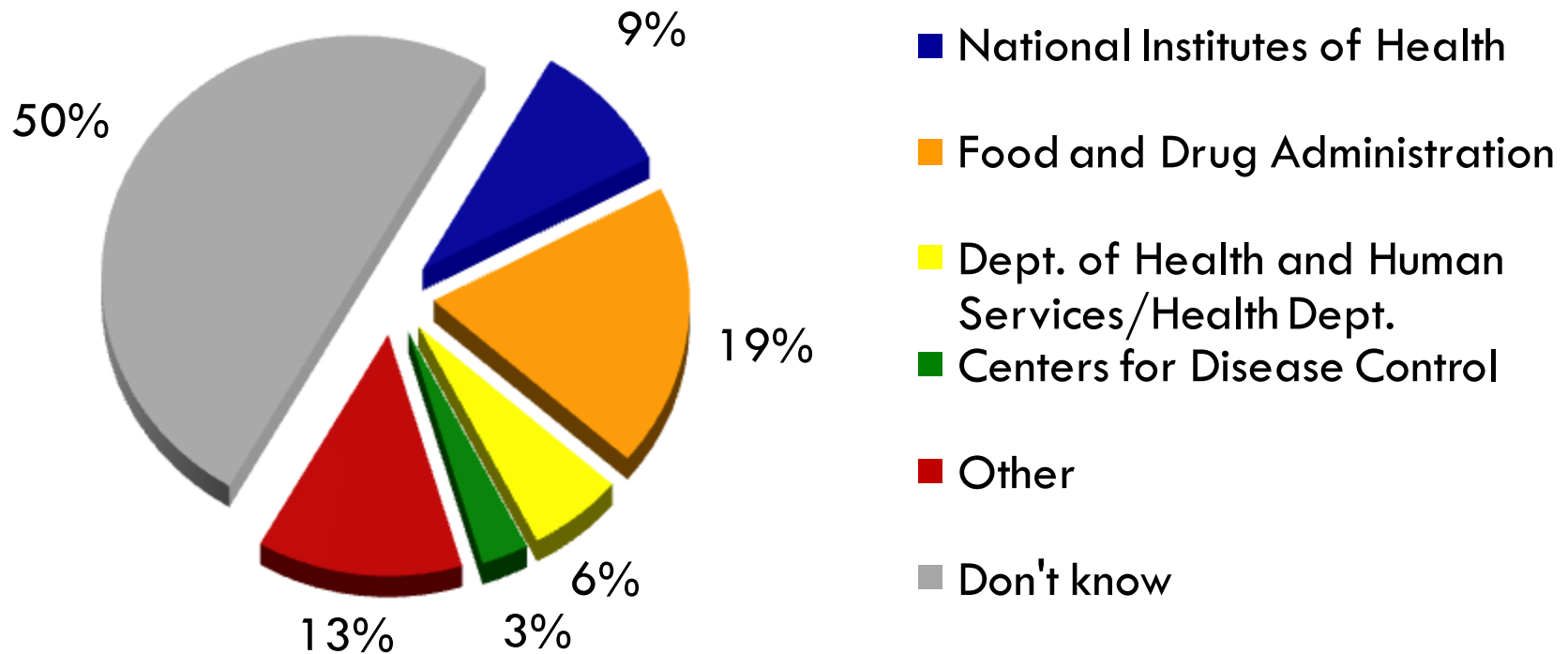
Who do you think pays for most of the new drug development /medicines in this country? (% first volunteered responses)



Source: National Public Opinion Polls, 2003-2010
Charlton Research Company for Research!America

Few Americans Recognize the National Institutes of Health

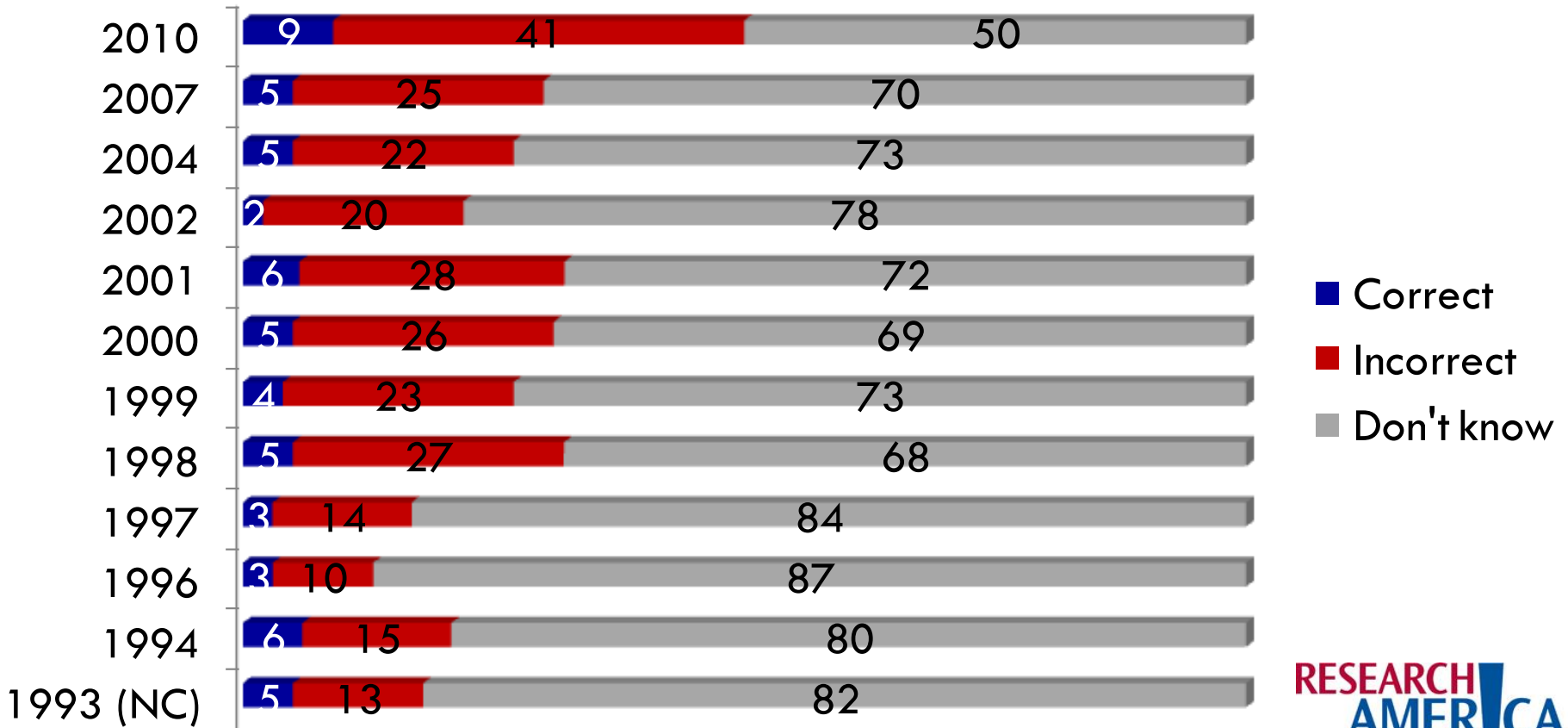
What is the name of the government agency that funds most of the medical research paid for by taxpayers in this country? (first volunteered responses)



Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America

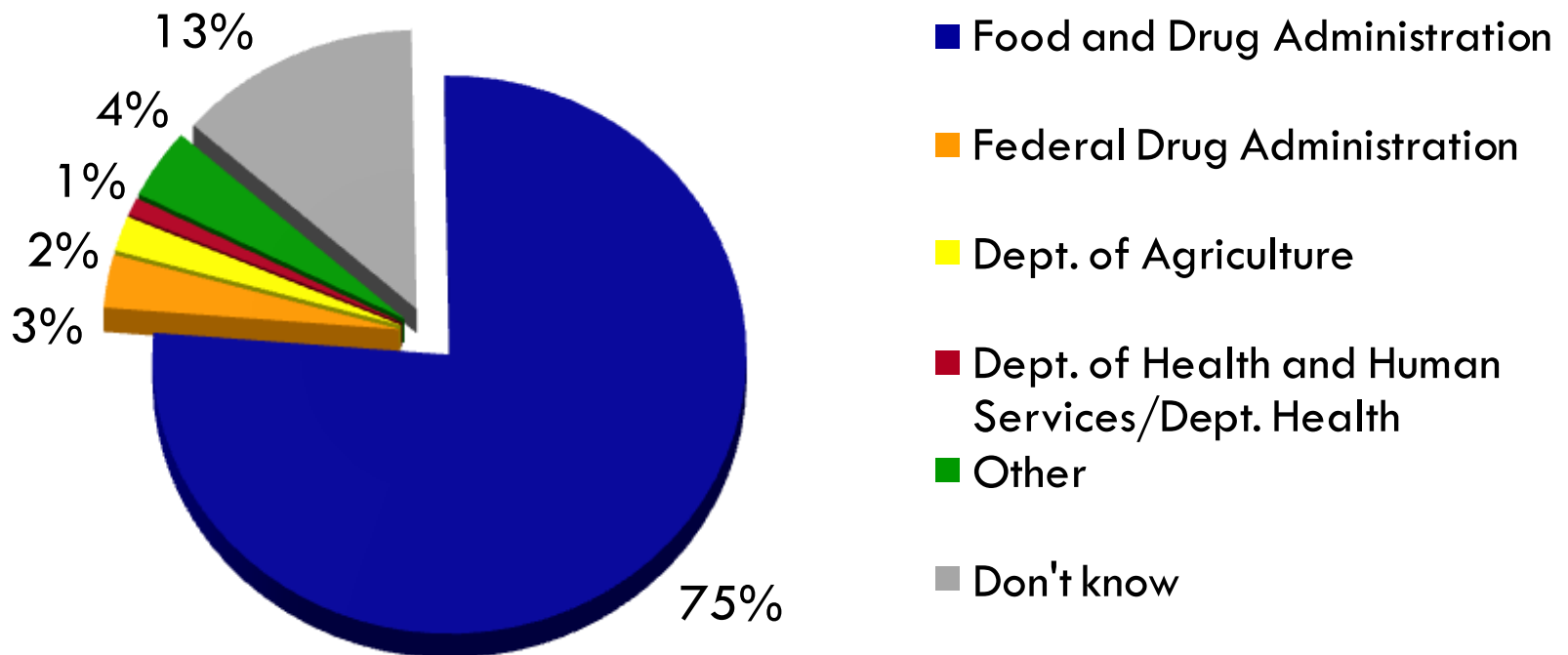
Few Americans Recognize the National Institutes of Health

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Most Americans Recognize the Food and Drug Administration

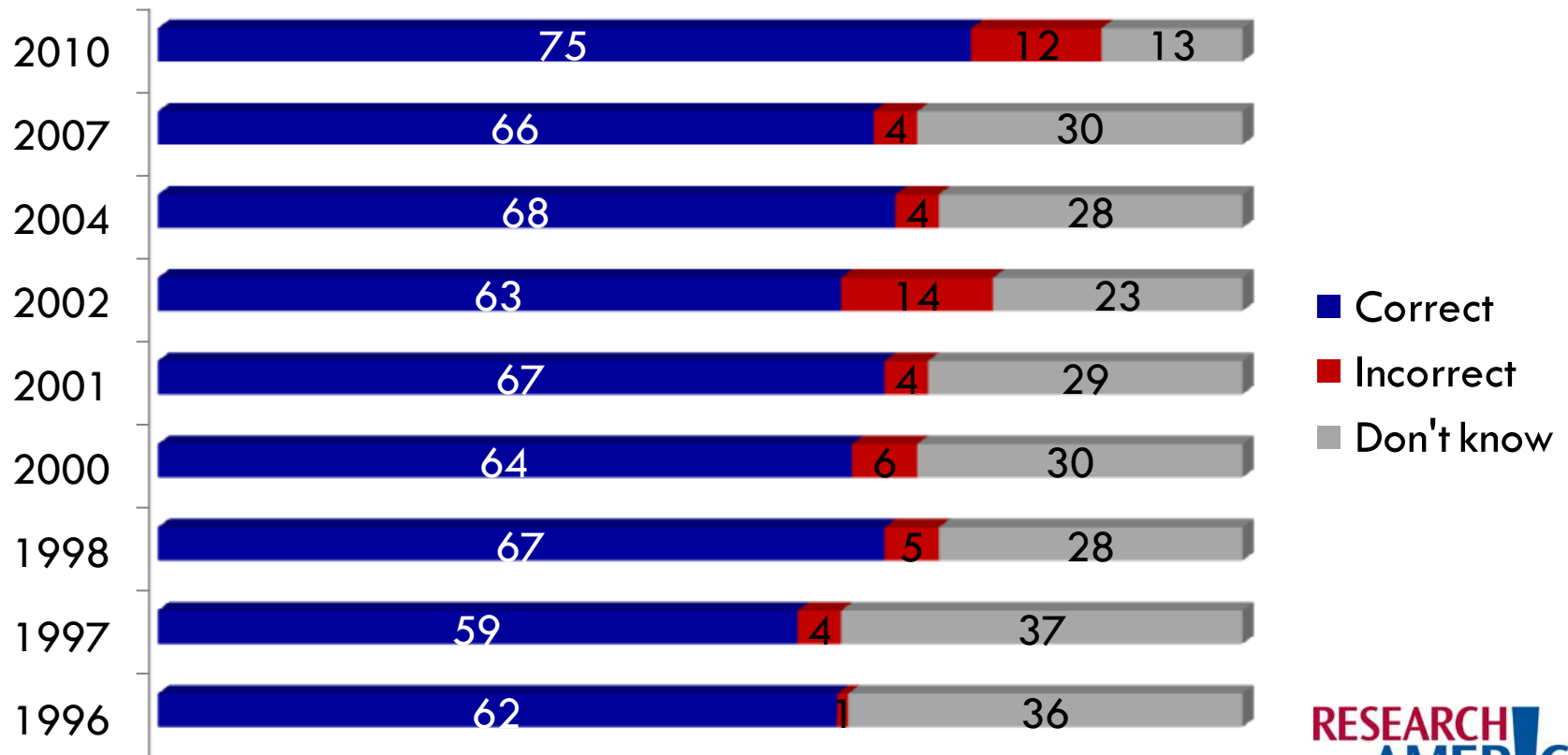
What is the name of the government agency that regulates consumer products such as new drugs, medical devices, food and cosmetics before they can be sold in the U.S.? (first volunteered responses)



Source: Research Enterprise Poll, February 2010
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Most Americans Recognize the Food and Drug Administration

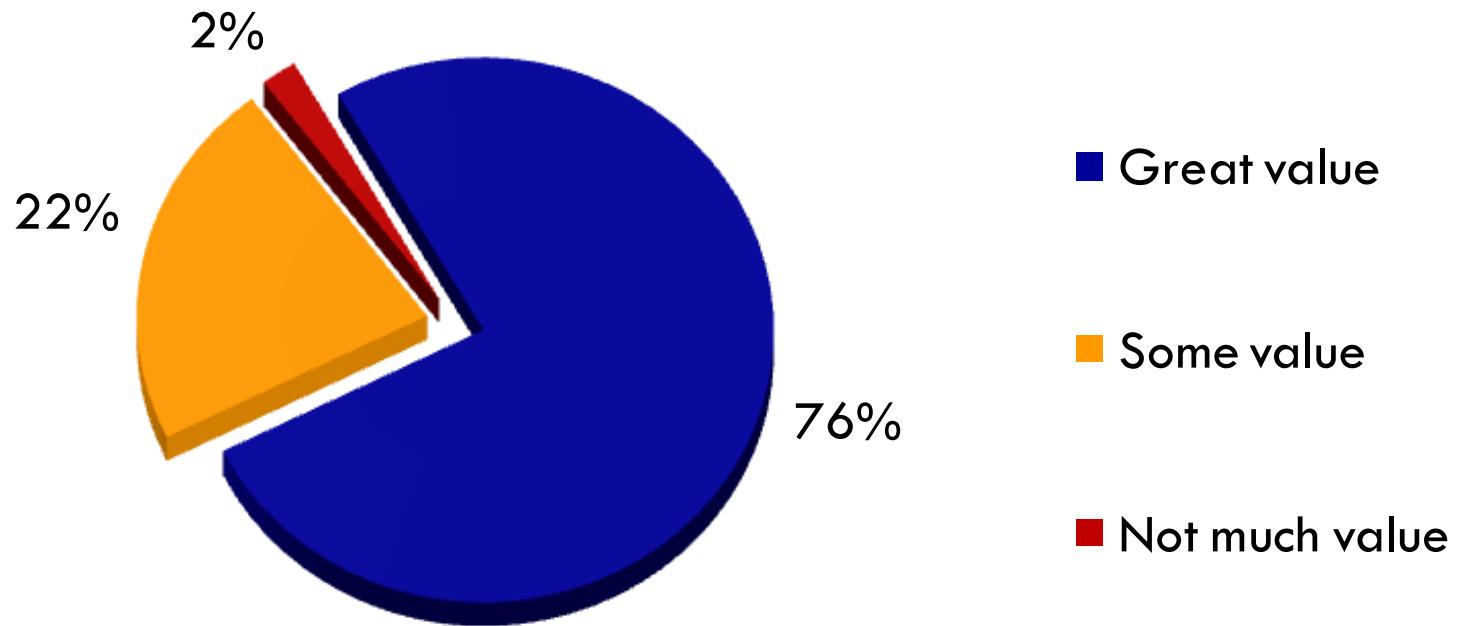
What is the name of the government agency that regulates consumer products such as new drugs, medical devices, food and cosmetics before they can be sold in the U.S.? (% first volunteered responses)



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Clinical Research is a Great Value

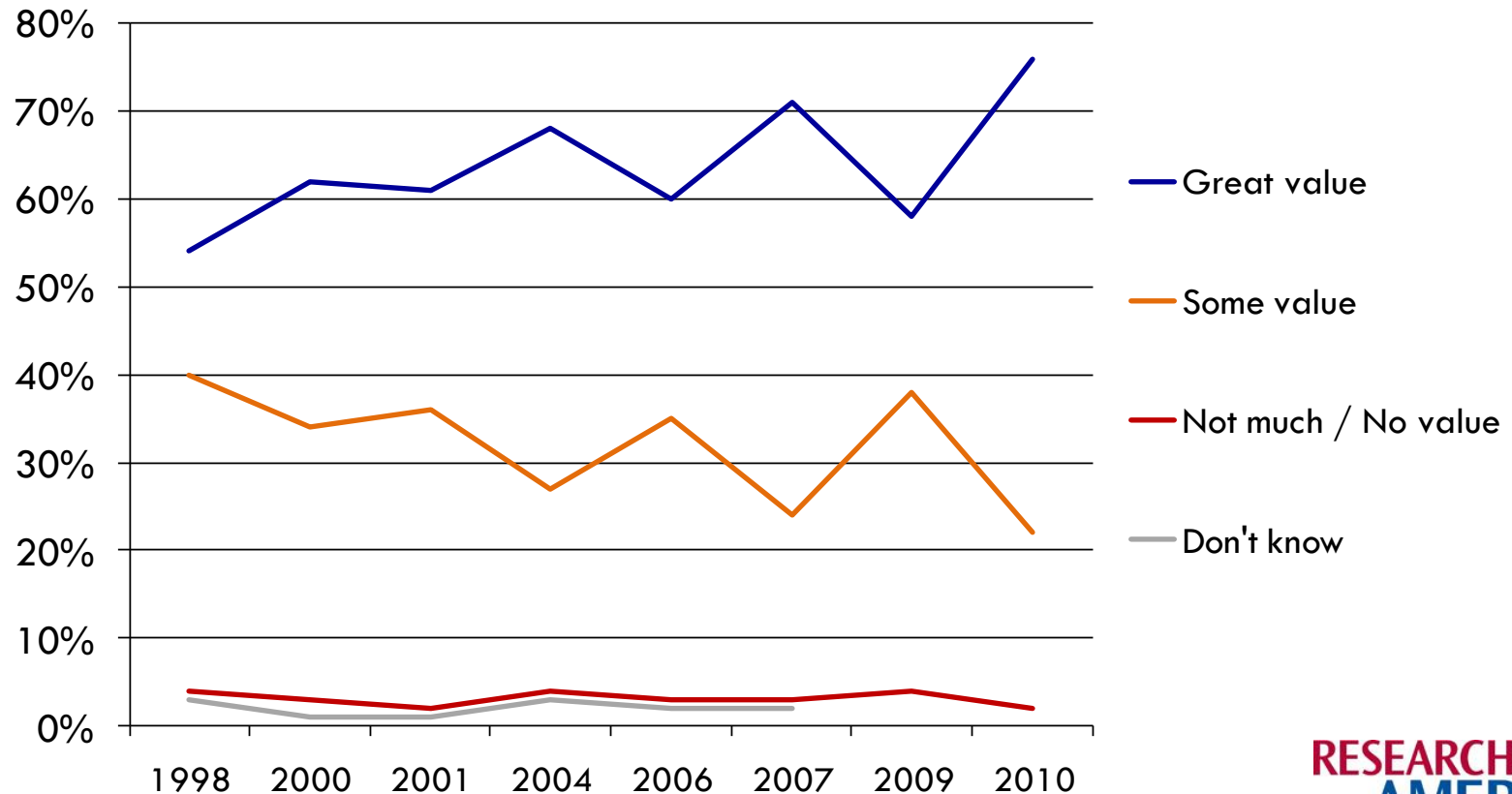
One kind of research, often referred to as clinical trials, is clinical research. In this, patients choose to participate to test the safety and effectiveness of certain treatments, drugs or devices. How important is this kind of research? Would you say it is of...



Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America

Clinical Research is a Great Value

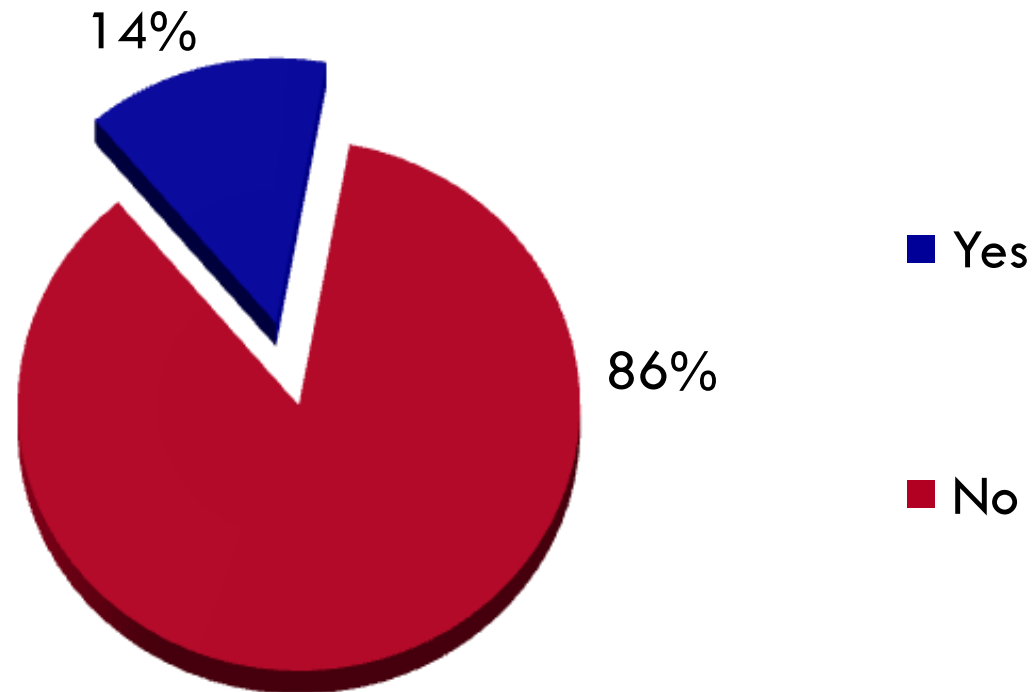
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Charlton Research Company for Research!America

Most Americans Have Not Participated in Clinical Research

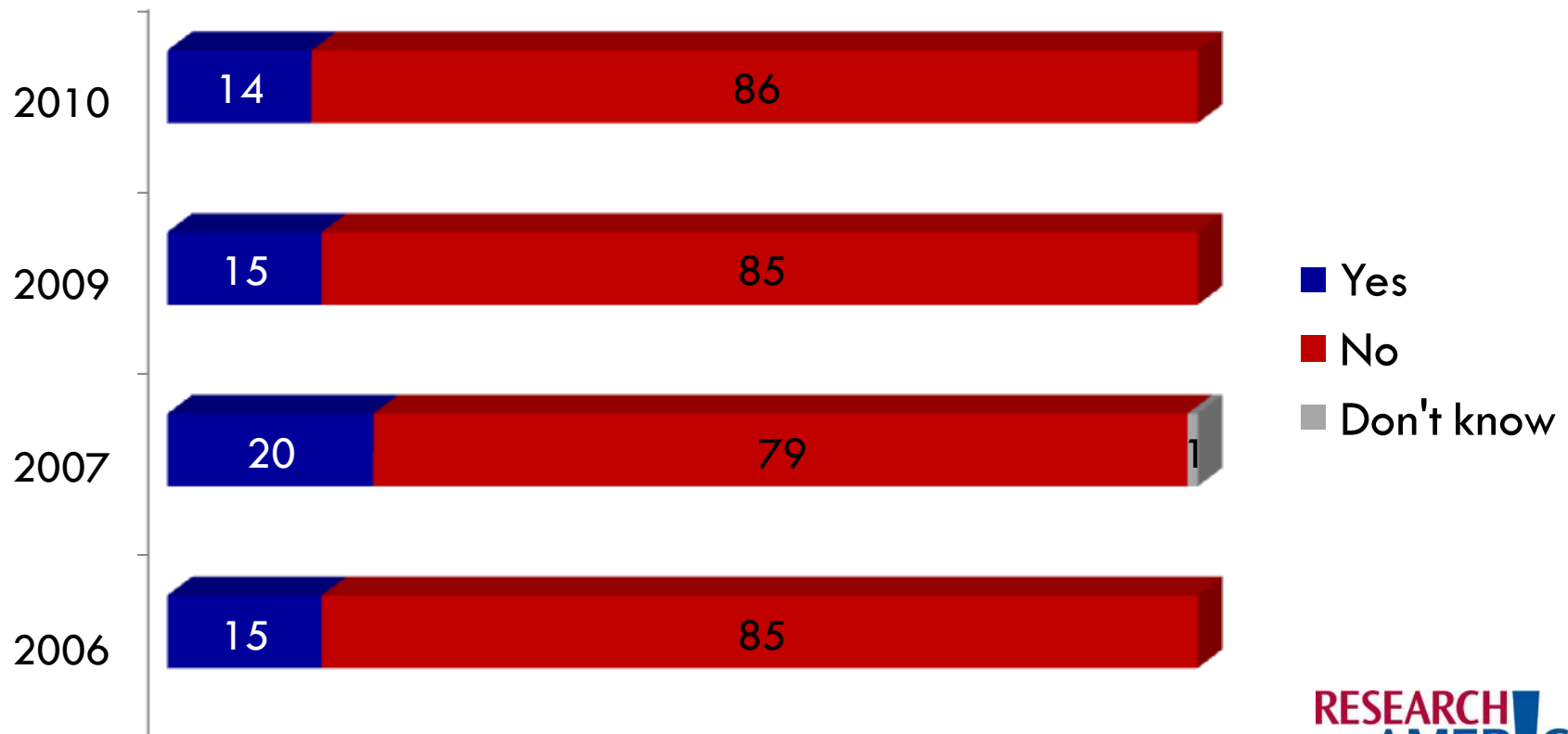
Have you or anyone in your family ever participated in clinical research?



Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America

Most Americans Have Not Participated in Clinical Research

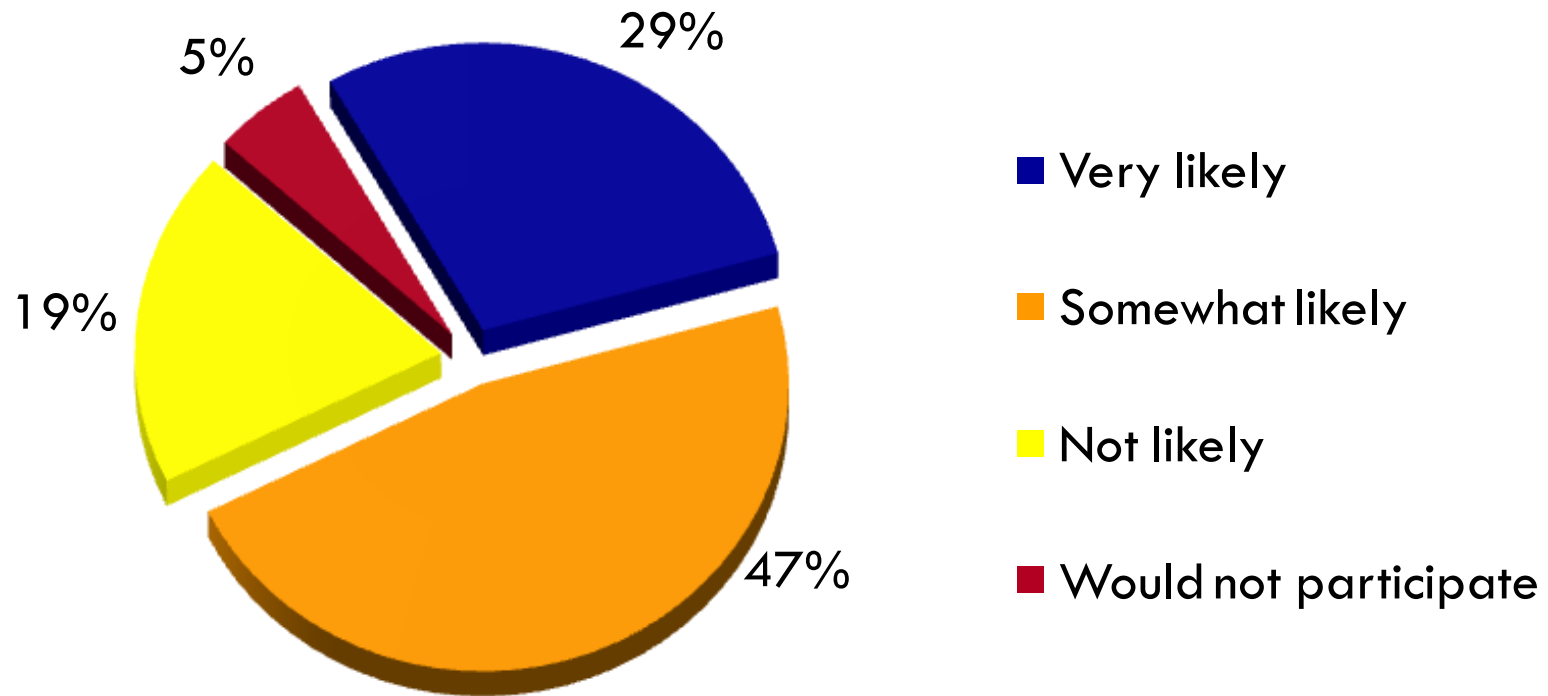
Have you or anyone in your family ever participated in clinical research?
(% response)



Source: National Public Opinion Polls, 2006-2010
Charlton Research Company for Research!America

Many Americans Likely to Volunteer for Clinical Research

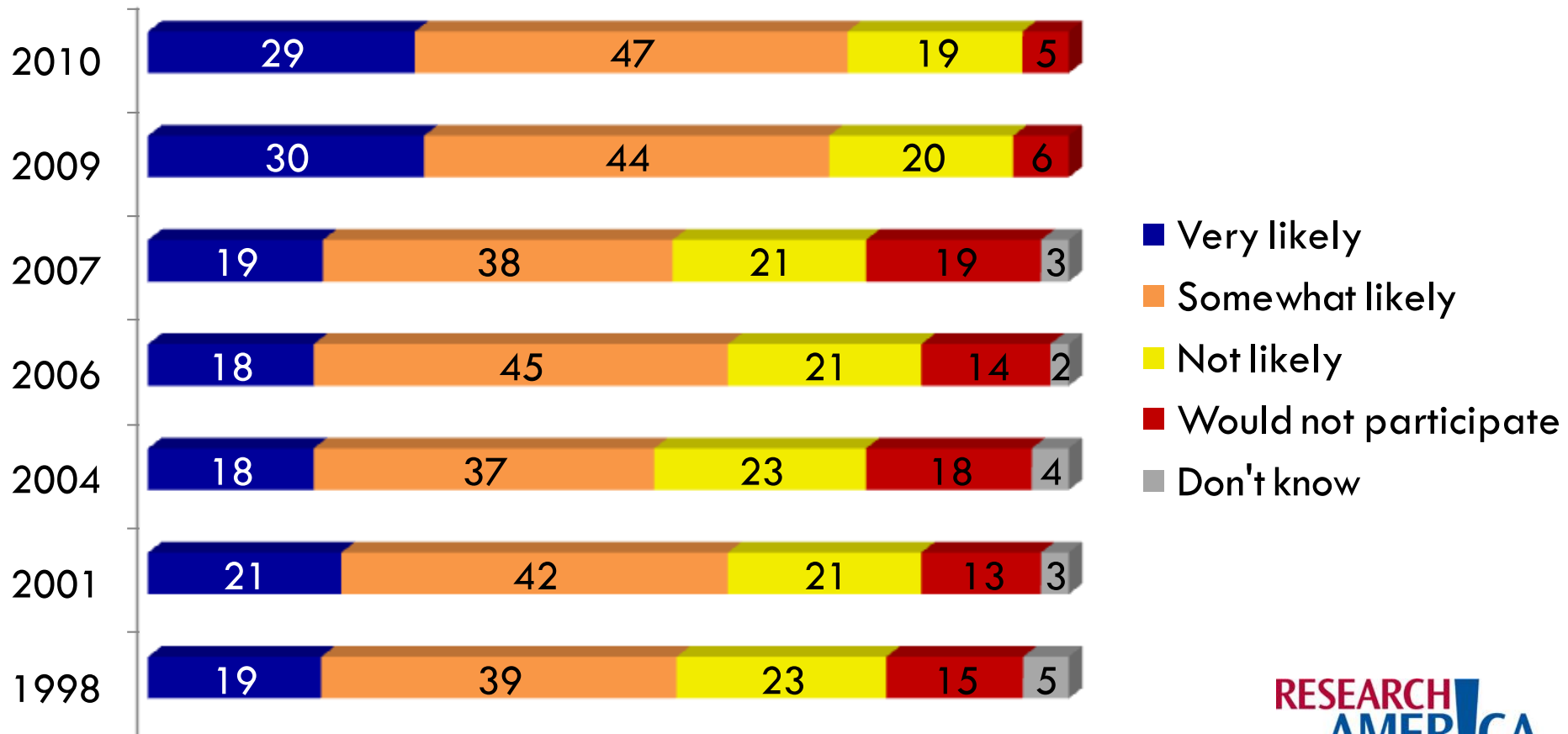
Please consider your own possible participation as a volunteer in clinical research. How likely would you be to participate in a clinical research study?



Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America

Many Americans Likely to Volunteer for Clinical Research

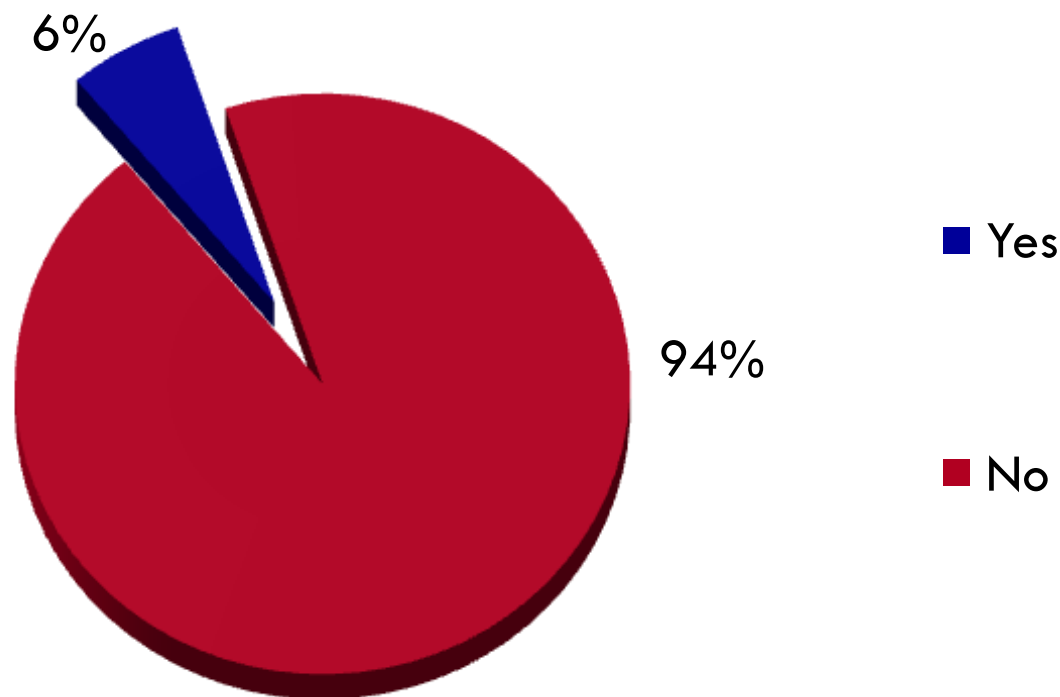
Please consider your own possible participation as a volunteer in clinical research. How likely would you be to participate in a clinical research study? (% response)



Source: Public Opinion Polls, 1998-2010
Charlton Research Company for Research!America

Most Doctors Do Not Suggest Participating in Clinical Research

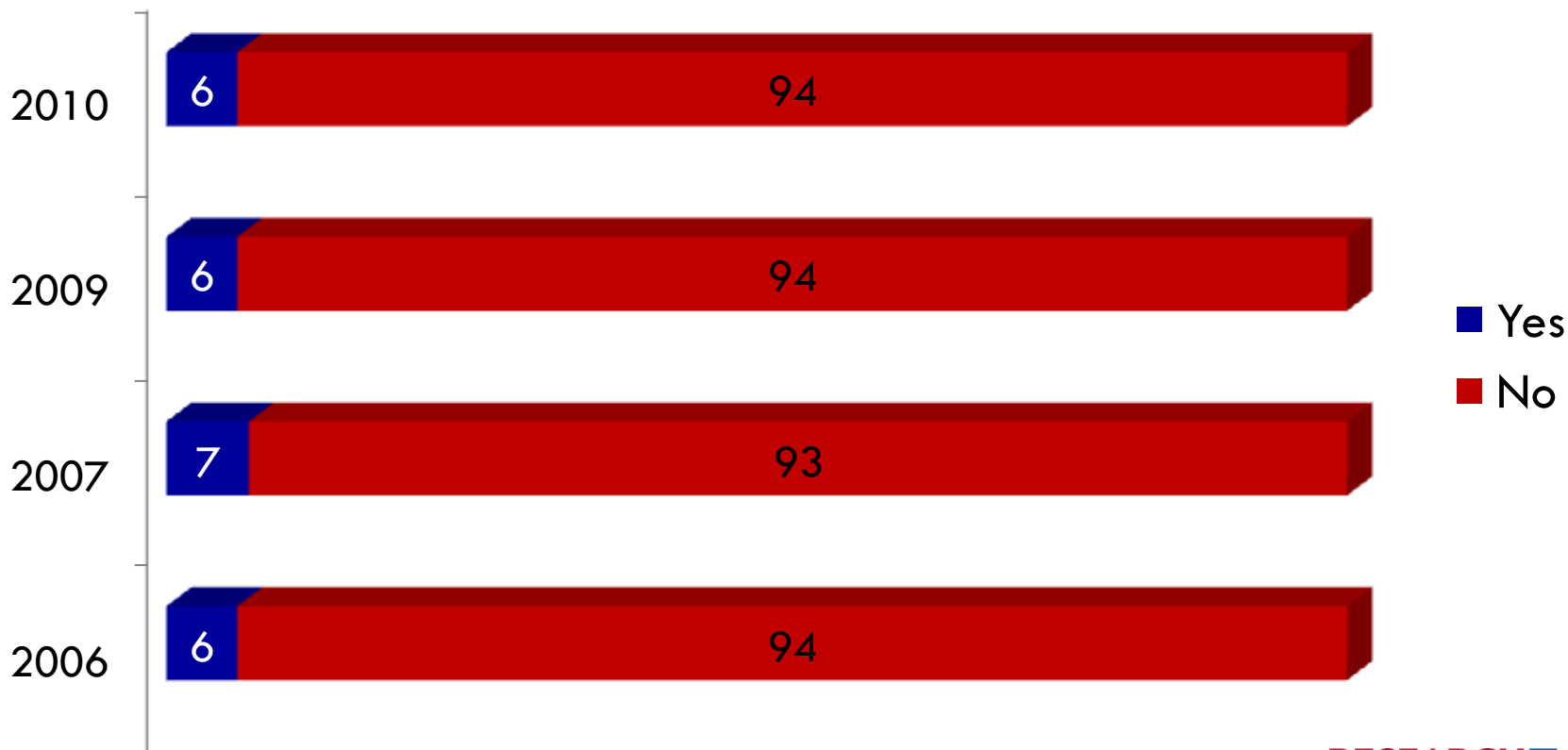
Has your doctor ever suggested that you participate in a clinical research study?



Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America

Most Doctors Do Not Suggest Participating in Clinical Research

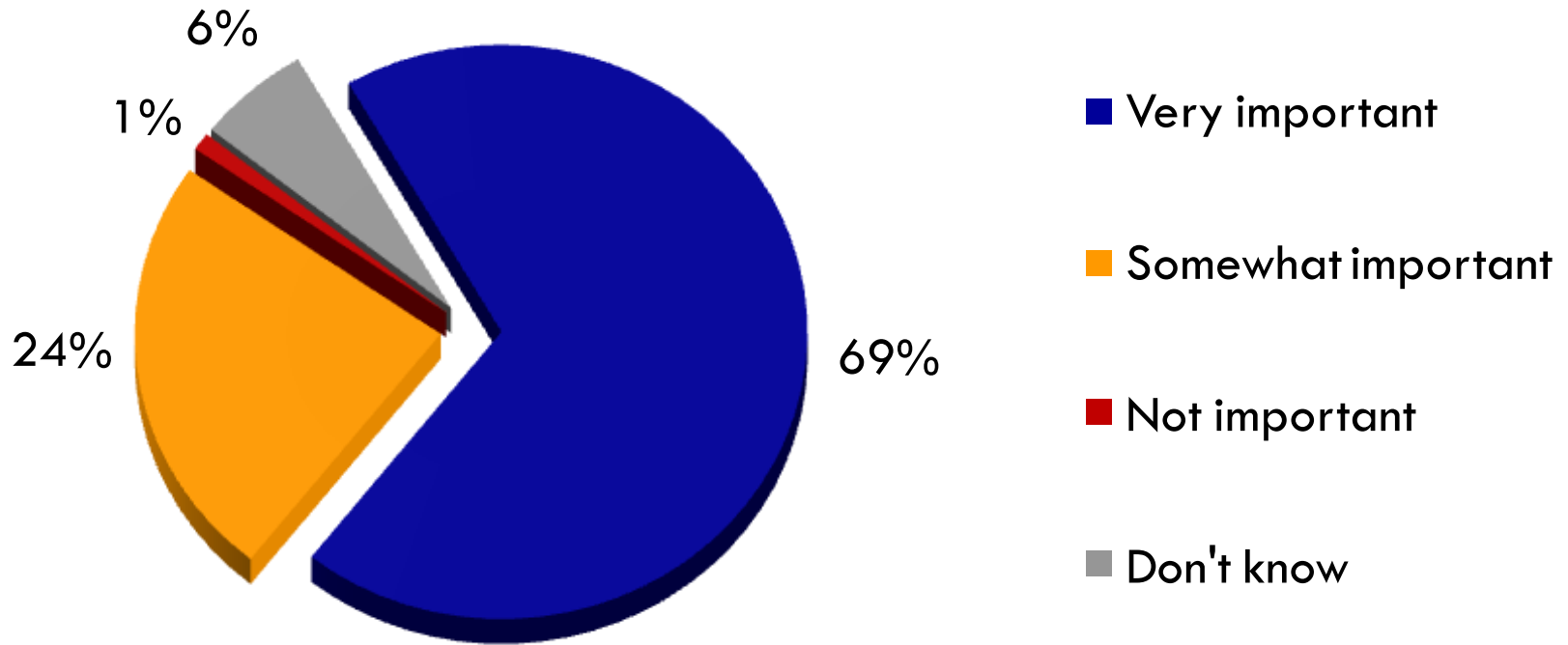
Has your doctor ever suggested that you participate in a clinical research study?
(%response)



Source: National Public Opinion Polls, 2006-2010
Charlton Research Company for Research!America

U.S. Should be a Global Leader in Research to Improve Health

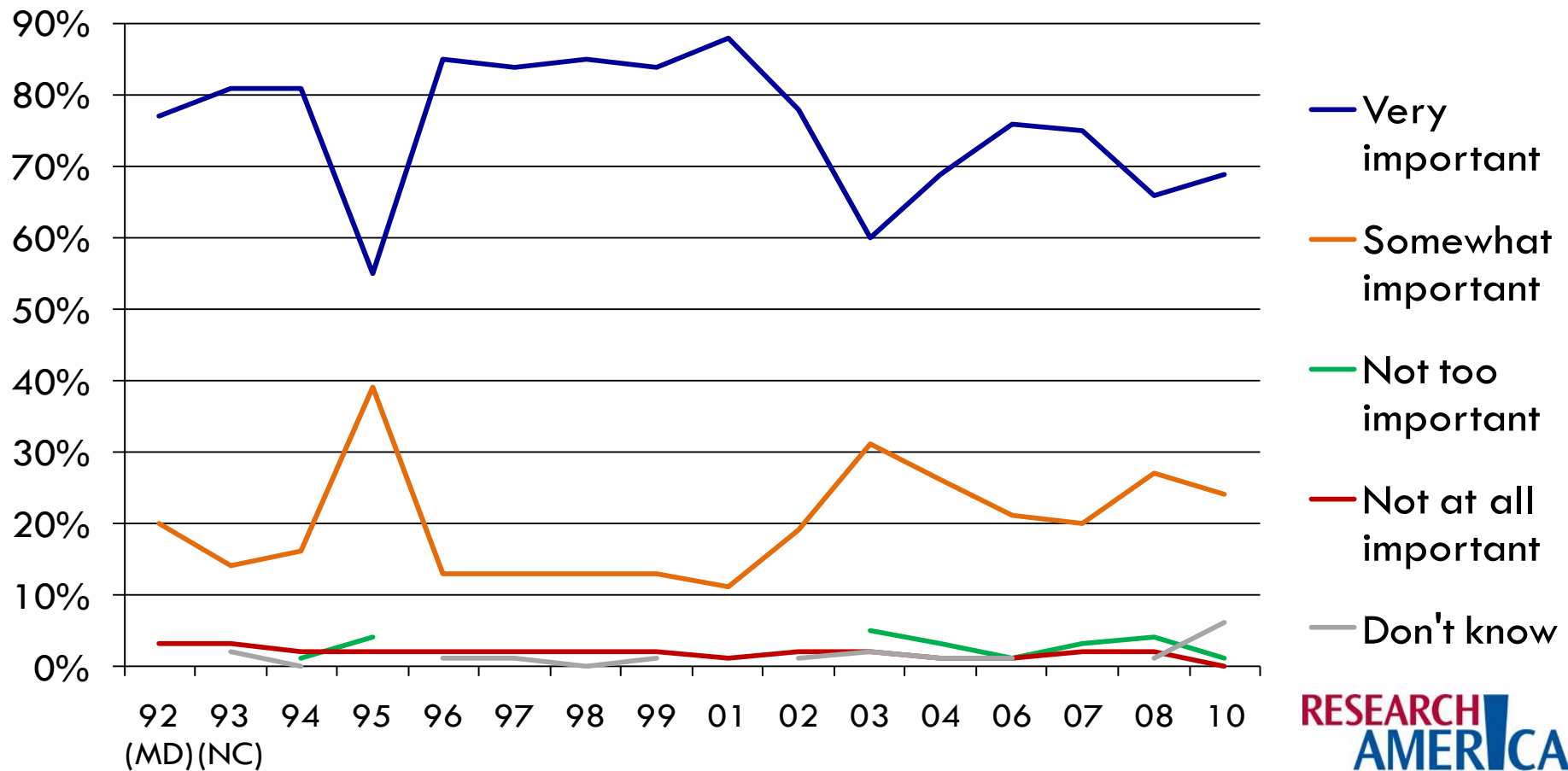
How important do you think it is that the U.S. is a global leader in medical, health and scientific research?



Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America

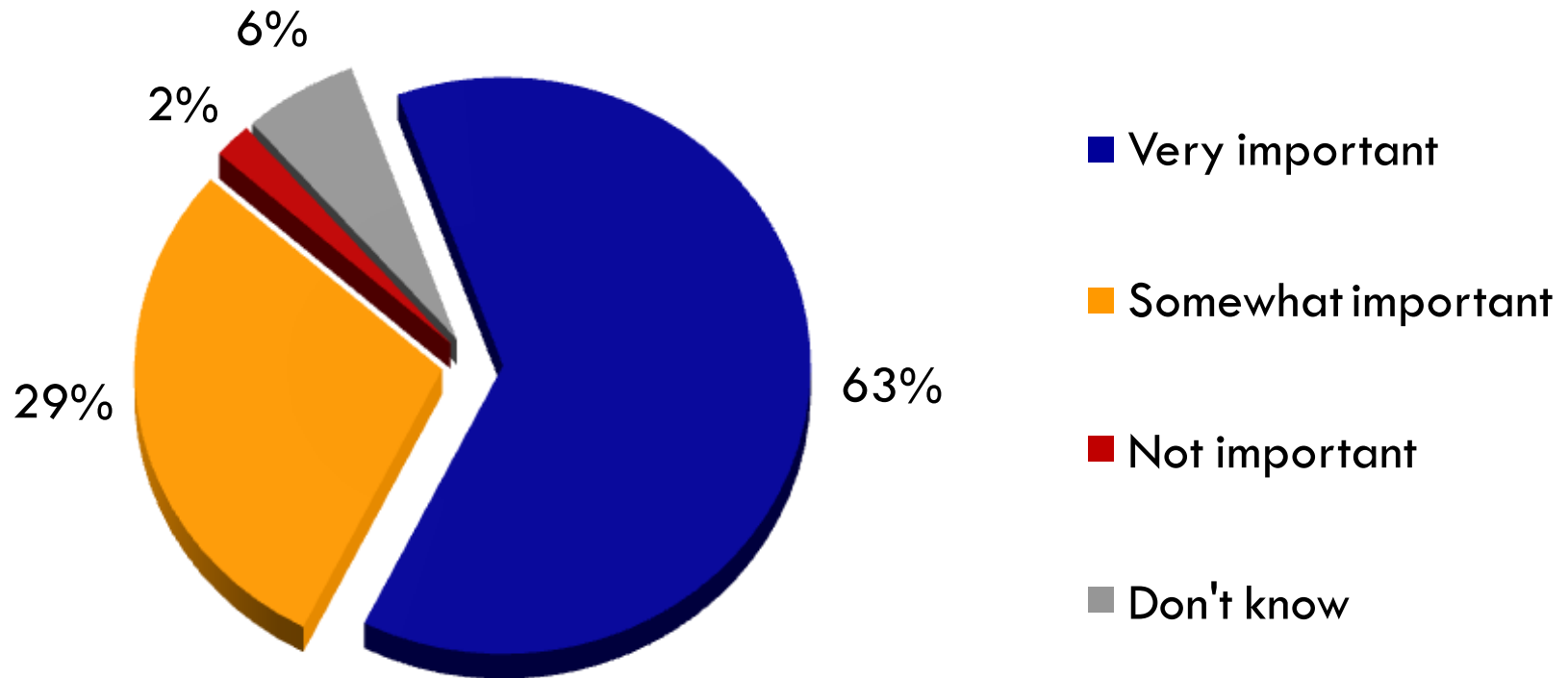
U.S. Should be a Global Leader in Research to Improve Health

How important do you think it is that the U.S. is a global leader in medical, health and scientific research?



U.S. Should be Global Leader in Bringing Medicines to Market

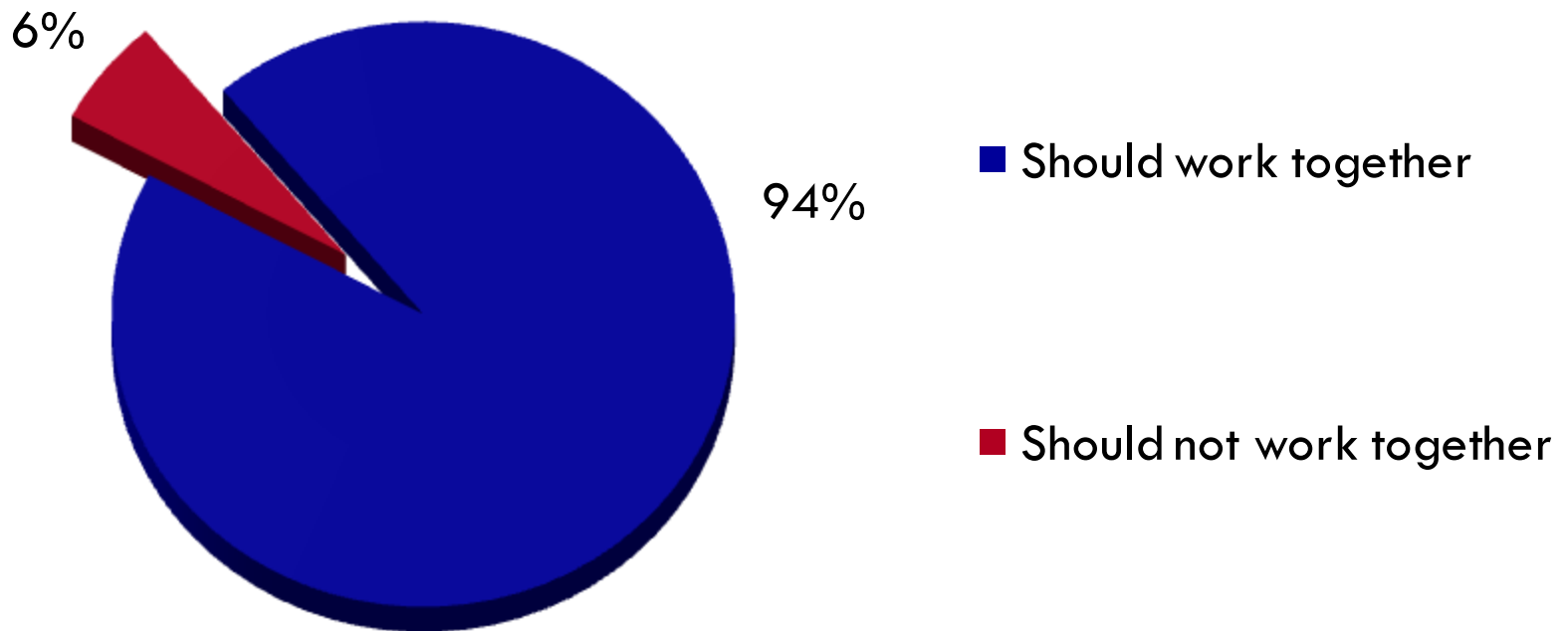
How important do you think it is that the U.S. is a global leader in bringing new medicines to market?



Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America

Research Institutions Should Work Together

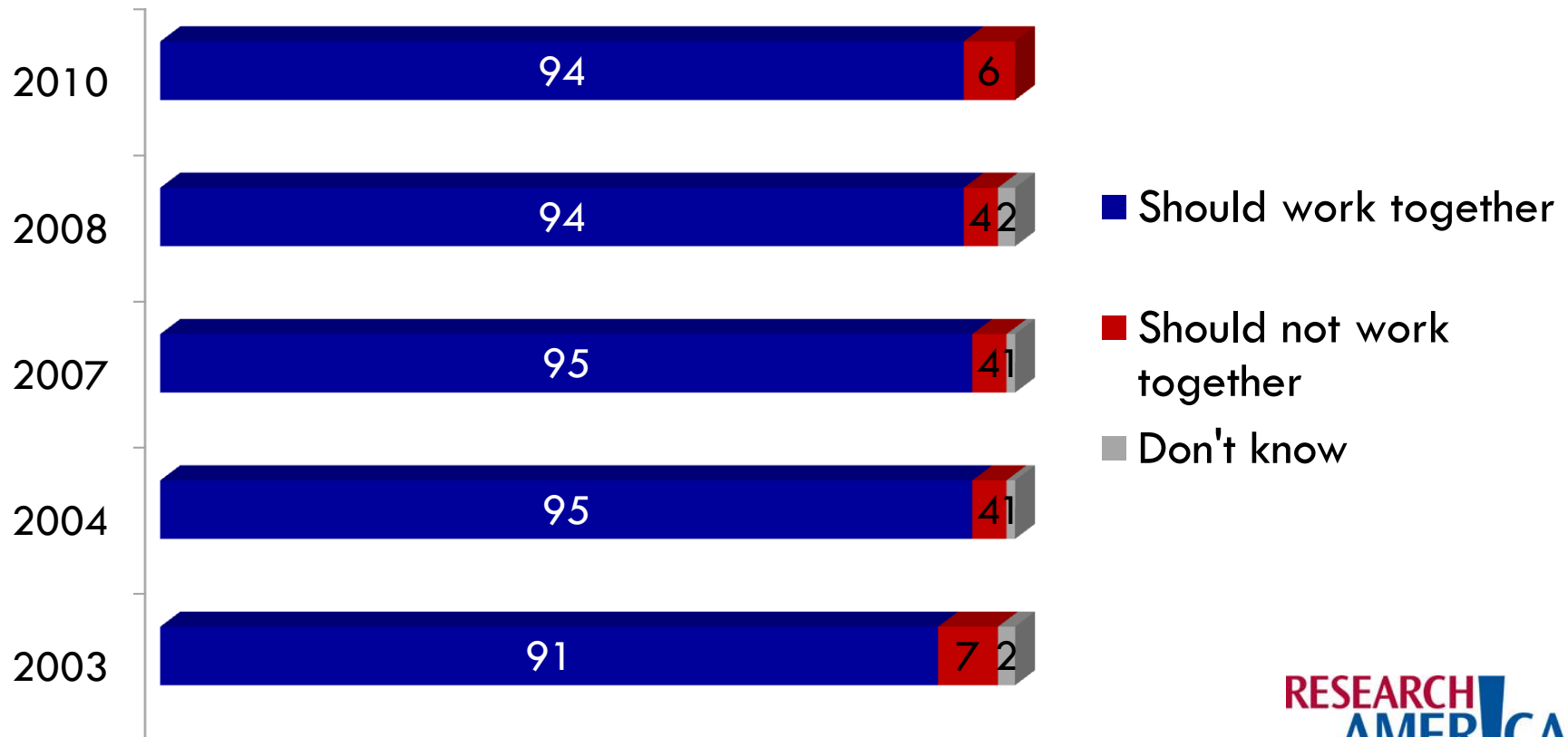
Do you think the institutions conducting medical and health research in this country, such as government, universities, and private industry, should work together to develop new treatments and cures, or not?



Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America

Research Institutions Should Work Together

Do you think the institutions conducting medical and health research in this country, such as government, universities, and private industry, should work together to develop new treatments and cures, or not? (% response)



Source: National Public Opinion Polls, 2003-2010
Charlton Research Company for Research!America

Reasons Why Institutions Should Work Together

*Why do you feel the institutions conducting medical and health research in this country, such as government, universities, and private industry, should work together to develop new treatments and cures? (first volunteered responses)

More knowledge/avoid duplication/reach a common goal	32%
Better success rates/more productive	20%
Faster development of cures/treatments	12%
Reduce costs/more money for R&D/maximize resources	10%
Benefits everyone/for the common good/saves lives	10%
Develop new ideas	4%
Other	7%
Don't know	5%

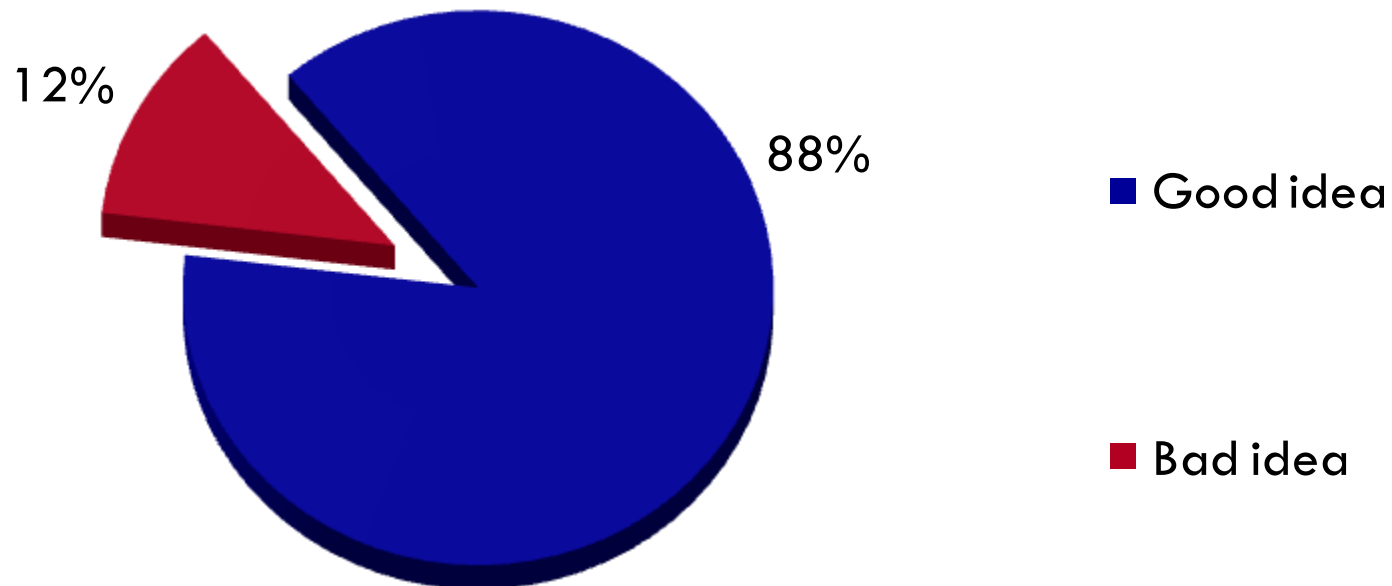
Why Shouldn't Institutions Work Together?

*Why do you feel the institutions conducting medical and health research in this country, such as government, universities, and private industry, should not work together to develop new treatments and cures? (first volunteered responses)

Too much government interference	48%
Competition brings about better results	19%
Independent work increases competition	16%
Have the right to develop treatment on their own	5%
Other	9%
Don't know	3%

Most Think Collaboration is a Good Idea

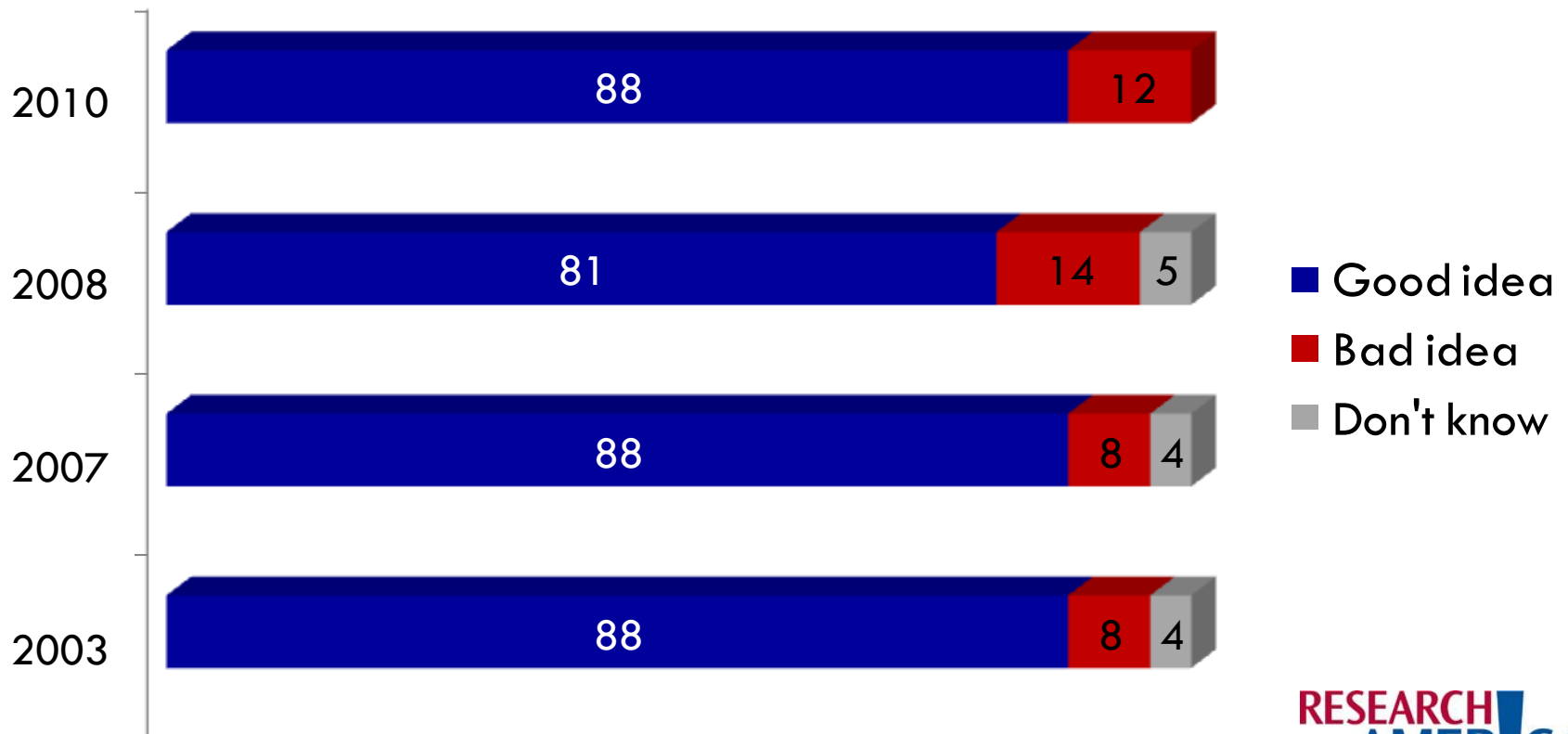
Pharmaceutical companies sometimes fund research conducted in conjunction with universities, hospitals and other institutions. Do you think this is a good idea, or a bad idea?



Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America

Most Think Collaboration is a Good Idea

Pharmaceutical companies sometimes fund research conducted in conjunction with universities, hospitals and other institutions. Do you think this is a good idea, or a bad idea? (% response)



Source: National Public Opinion Polls, 2003-2010
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Most Trustworthy Sources of Research Information

There are many sources of information about health and medical research issues. For each of the following sources, please indicate how trustworthy you think the information they provide is.

	Trustworthy	Not trustworthy	Don't know
Pharmacists	83%	5%	12%
Patient groups	82%	3%	15%
CDC	79%	8%	13%
Health care provider	78%	8%	14%

Trustworthiness of Other Sources of Research Information

There are many sources of information about health and medical research issues. For each of the following sources, please indicate how trustworthy you think the information they provide is.

	Trustworthy	Not trustworthy	Don't know
U.S. Surgeon General	72%	10%	18%
FDA	72%	14%	14%
Friends & family	67%	15%	18%
NIH	61%	6%	33%
Consumer groups	61%	16%	23%

Least Trustworthy Sources of Research Information

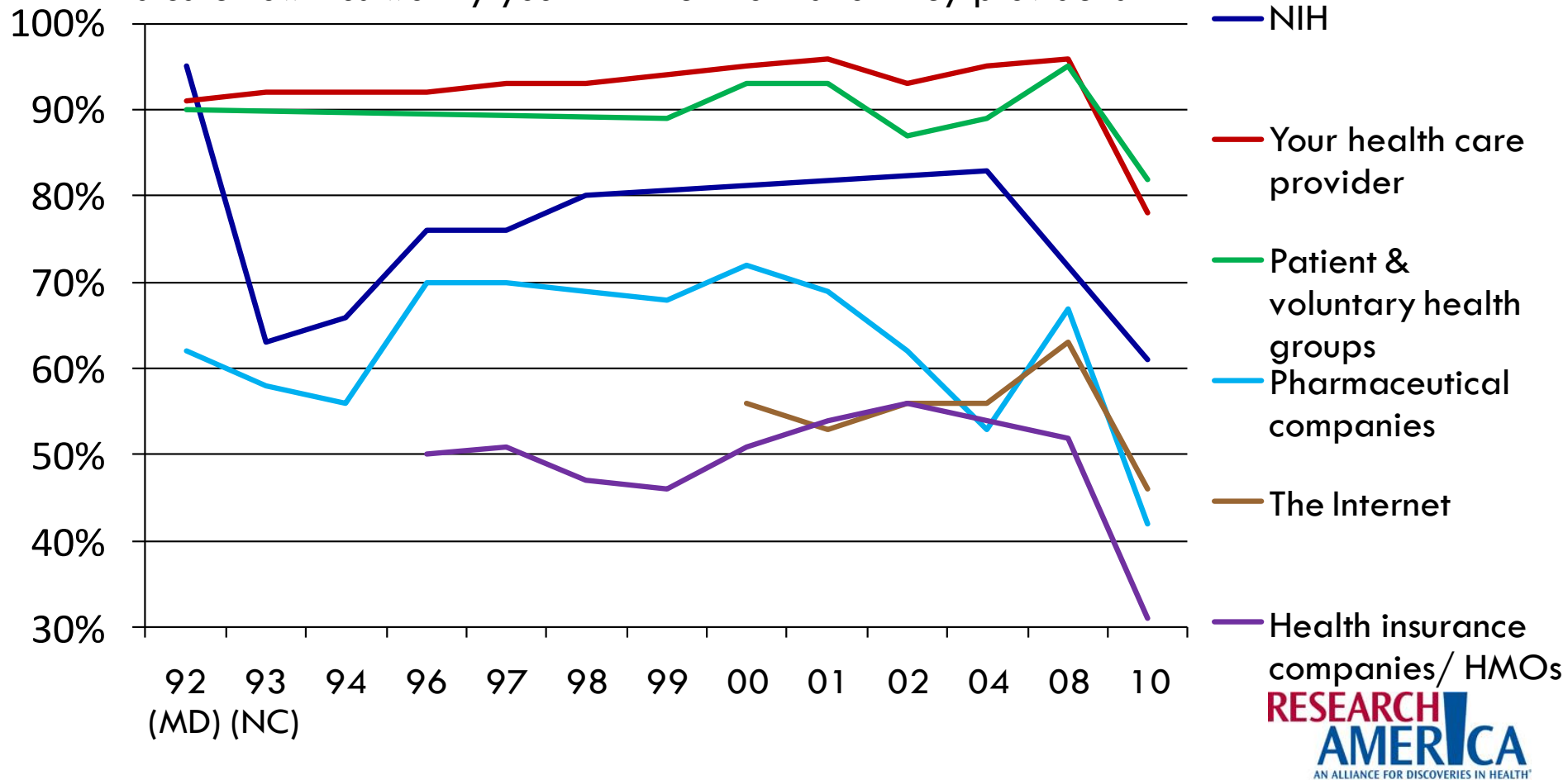
There are many sources of information about health and medical research issues. For each of the following sources, please indicate how trustworthy you think the information they provide is.

	Trustworthy	Not trustworthy	Don't know
U.S. Congress	25%	50%	25%
Health insurance companies	31%	49%	20%
Pharmaceutical companies	47%	37%	21%
President Obama	42%	35%	23%
Medical products companies	40%	31%	29%
Internet	46%	29%	25%

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America

Public Trust in Sources of Research Information

There are many sources of information about health and medical research issues. Please indicate how trustworthy you think the information they provide is.



Majority of Americans Use Internet for Health and Medical Information

Please indicate which of the following websites you regularly use for health and medical information: (total mentions)

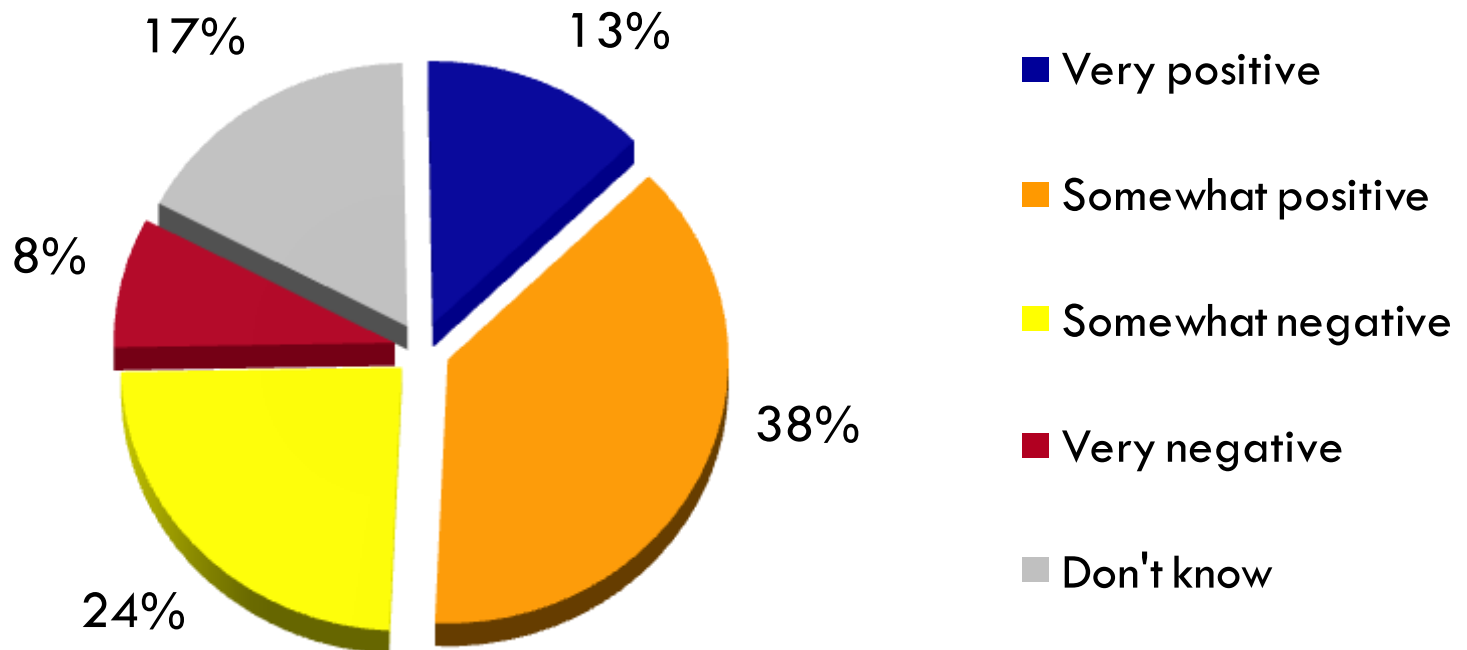
Medical websites (WebMD)	66%
Health care providers (hospitals/doctors)	35%
Health insurance providers	21%
Patient groups	18%
Government agencies	17%
Pharmaceutical companies	14%
Social networking	12%
Other	4%
None/Don't use Internet for medical information	19%

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America

Attitudes Toward Industry

Pharmaceutical Industry is a Positive Force in Improving Health Care

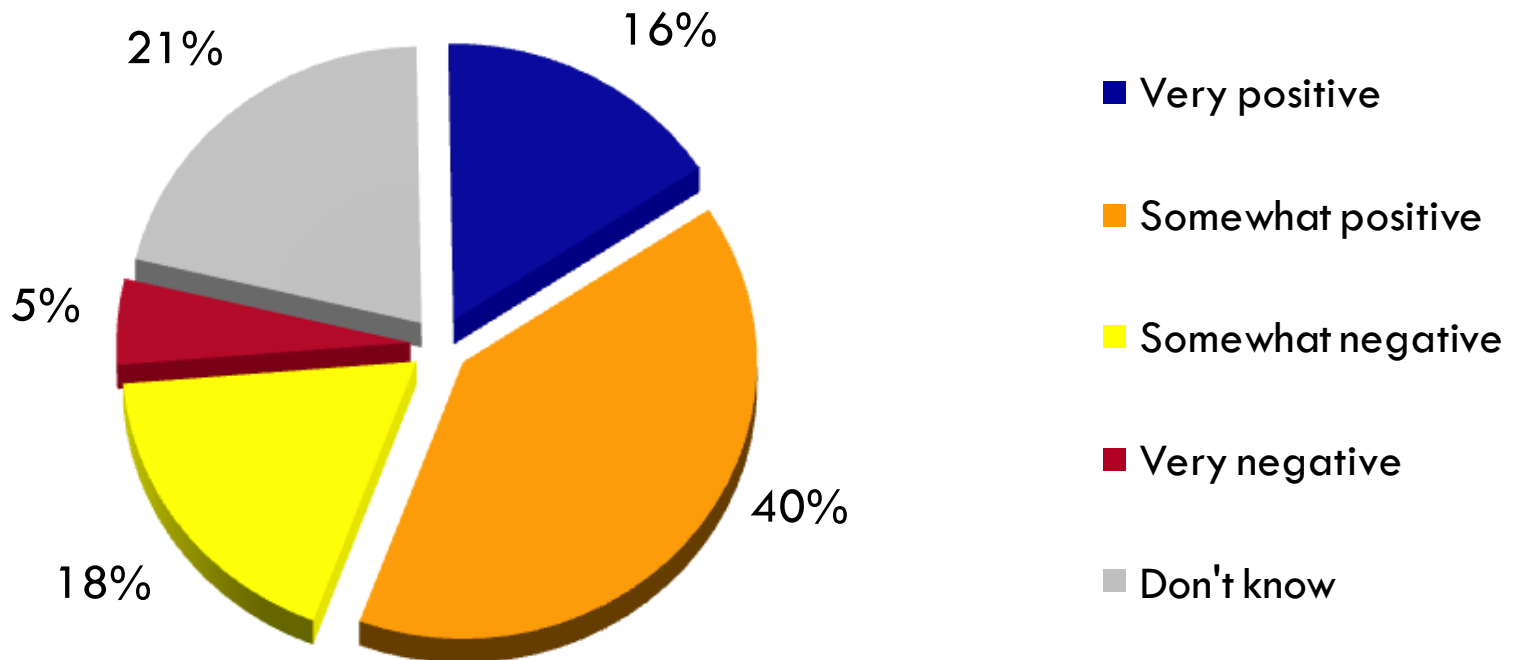
On balance, do you feel the pharmaceutical industry is a more positive or more negative force in improving America's health care?



Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America

Pharmaceutical Industry is Positive Force for Improving Personal Health

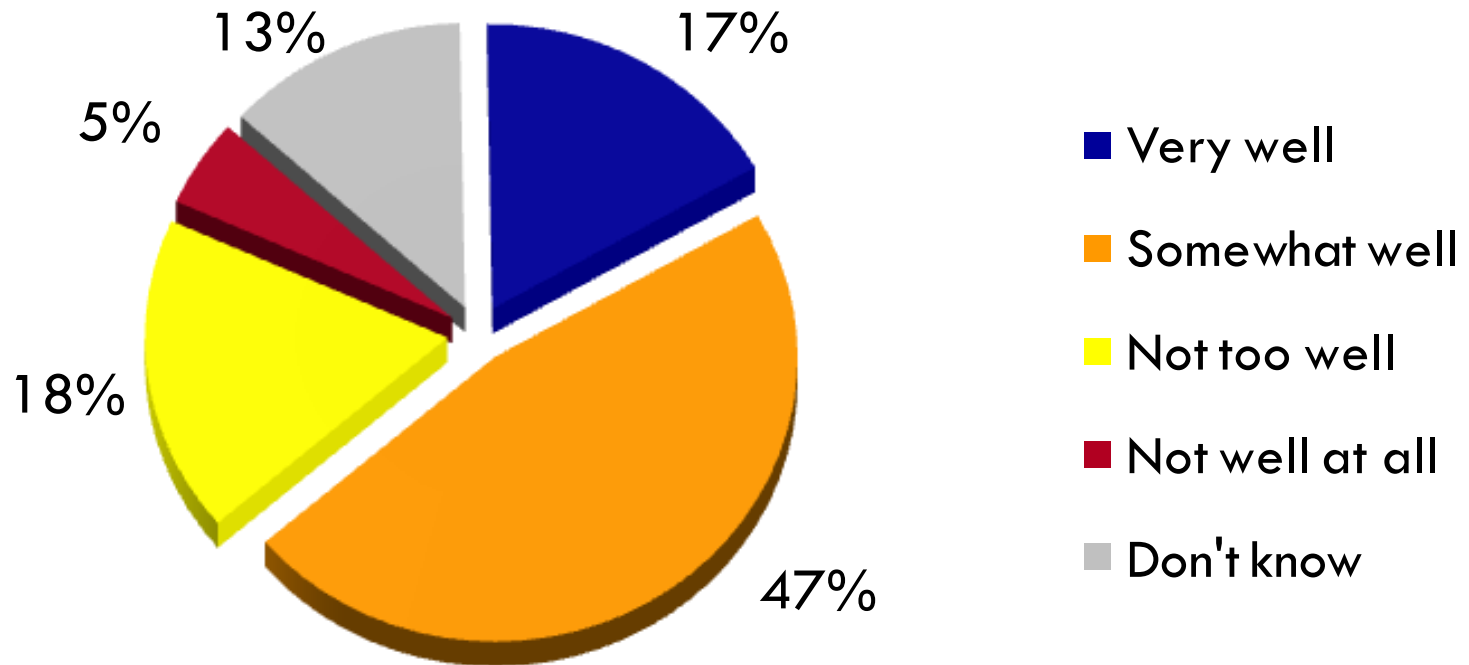
On balance, do you feel the pharmaceutical industry is a more positive or more negative force in improving the health of you or your family?



Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America

Pharmaceutical Industry Does Well Informing Public About Product Risks

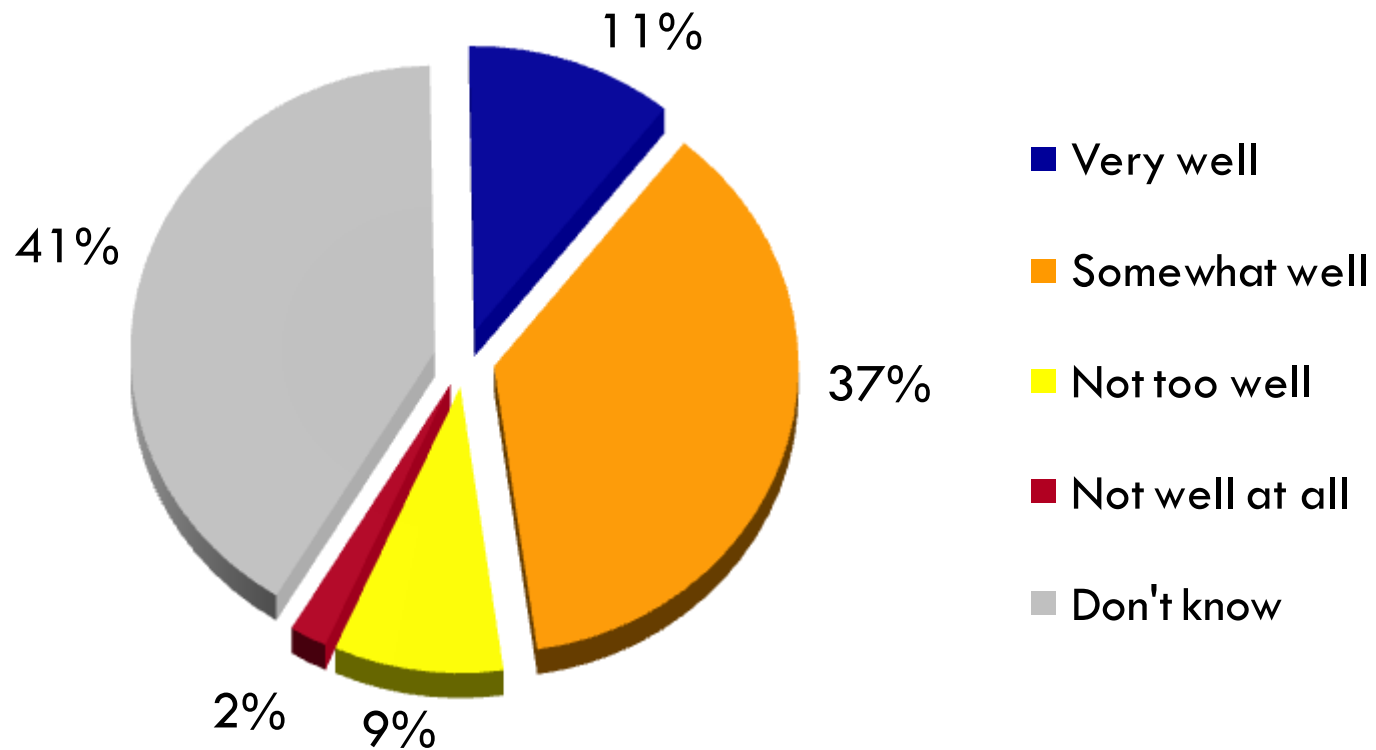
How well do you think the pharmaceutical industry provides accurate information about the risks and side effects of their products?



Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America

Many Unsure if Pharmaceutical Industry Conducts Trials Responsibly

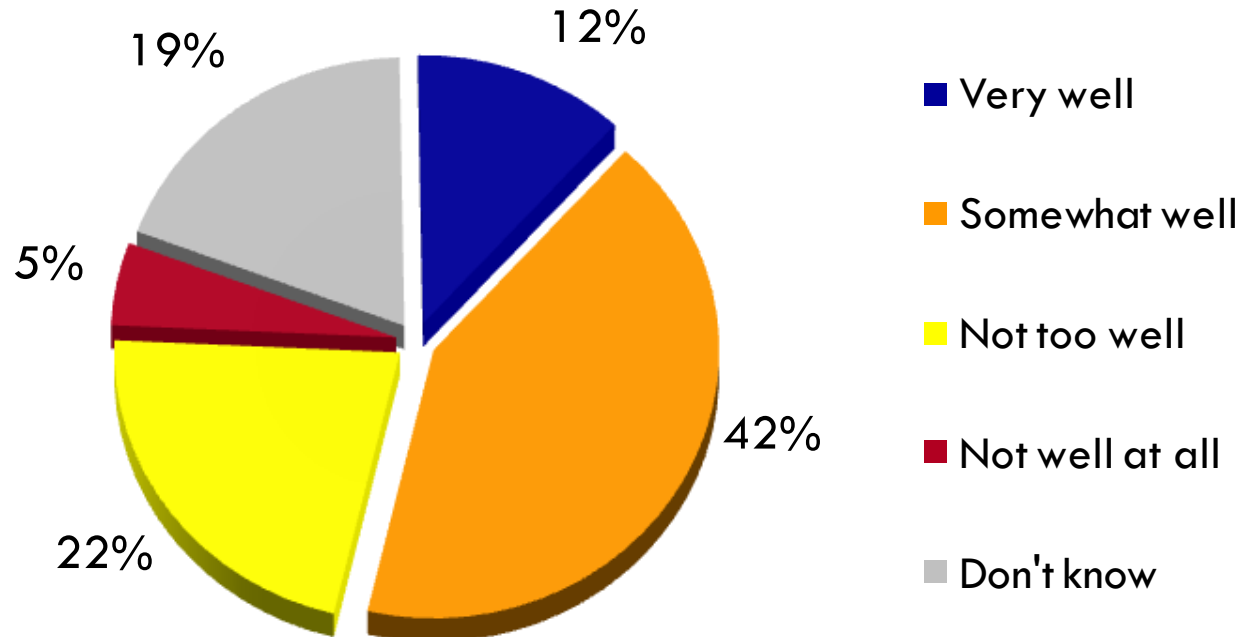
How well do you think the pharmaceutical industry performs at conducting clinical trials responsibly?



Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America

Majority Think Pharmaceutical Industry Ensures Safety Well

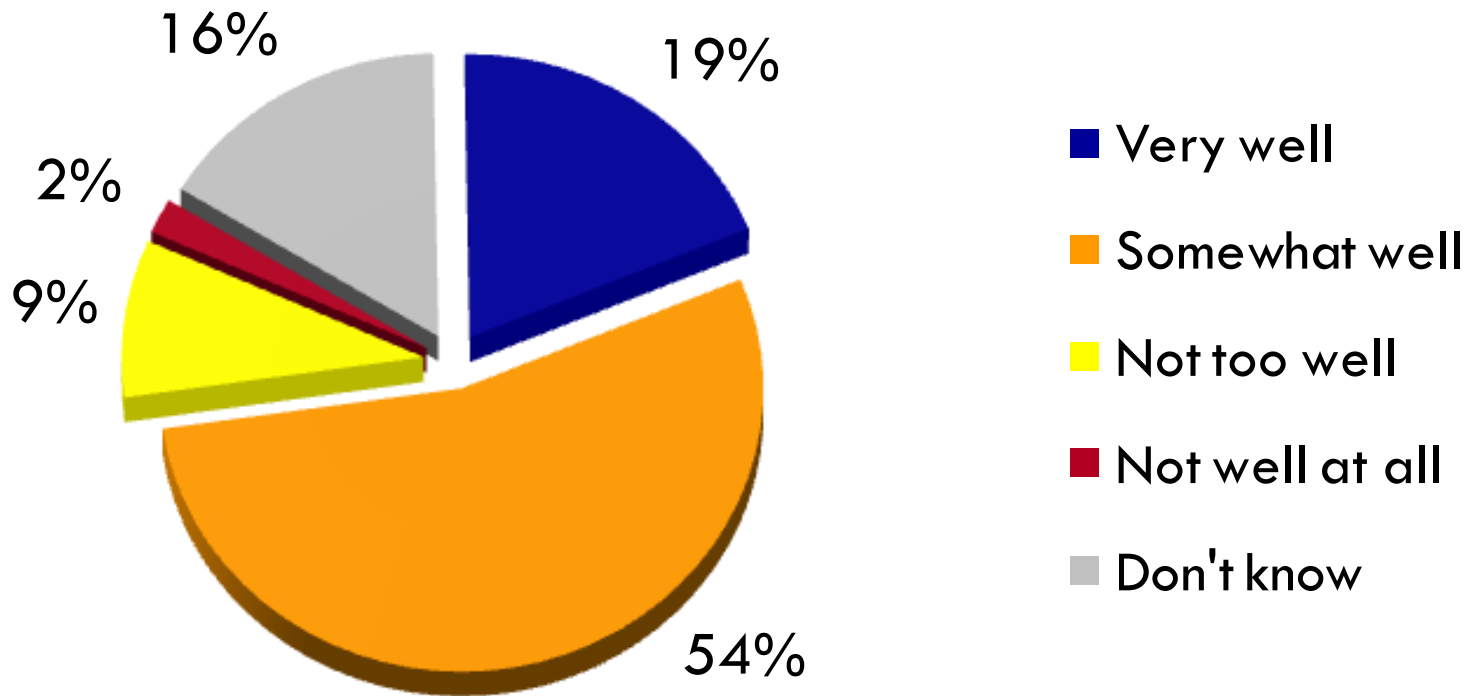
How well do you think the pharmaceutical industry makes sure their products are safe and effective before bringing them to market?



Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America

Pharmaceutical Industry Creates Lifesaving Products Well

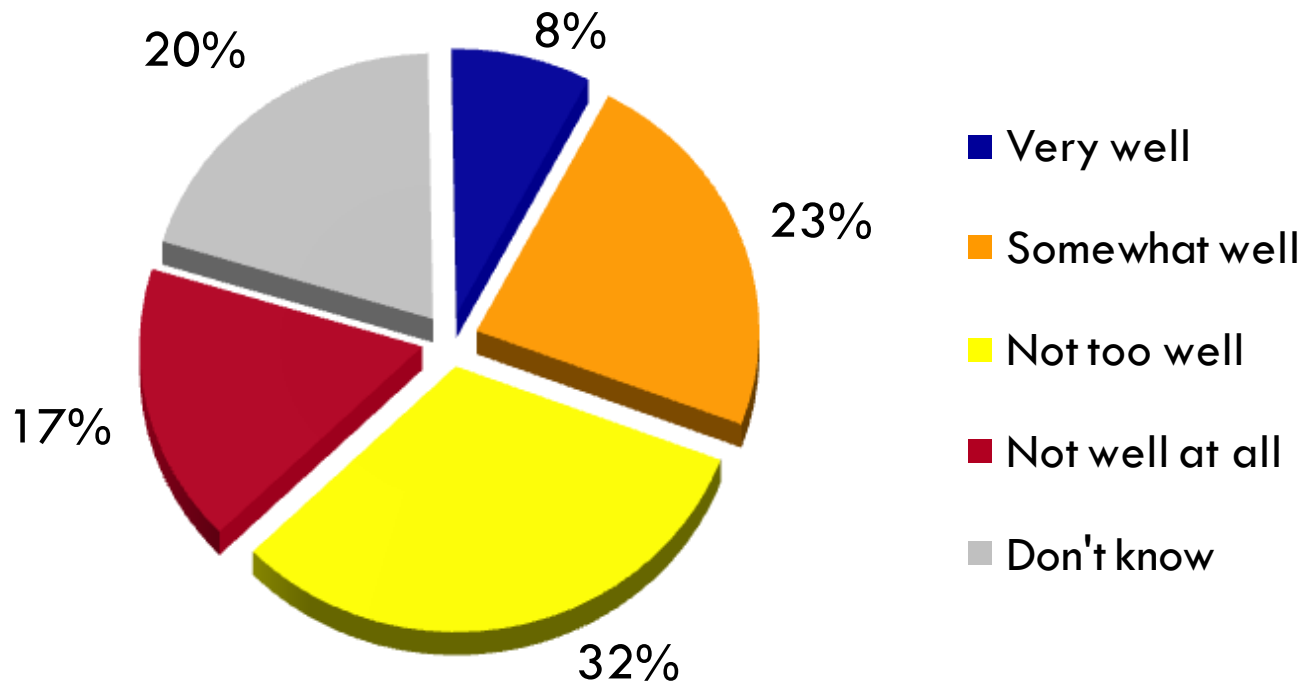
How well do you think the pharmaceutical industry creates products that save lives and improve people's quality of life?



Source: Research Enterprise Poll, February 2010
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Few Think Industry Does Enough to Get Products to Those in Need

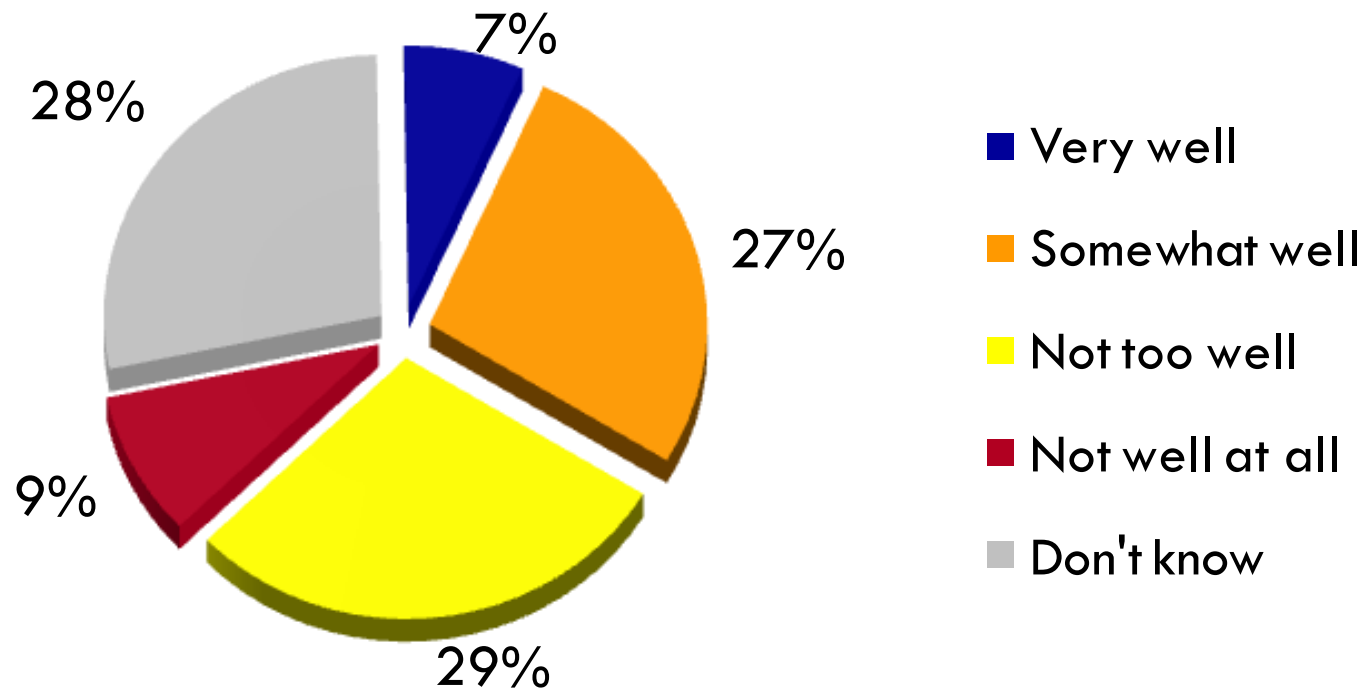
How well do you think the pharmaceutical industry does their part to make sure patients who can't afford their products get them anyway?



Source: Research Enterprise Poll, February 2010
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Americans Split on How Well Pharmaceutical Industry Listens

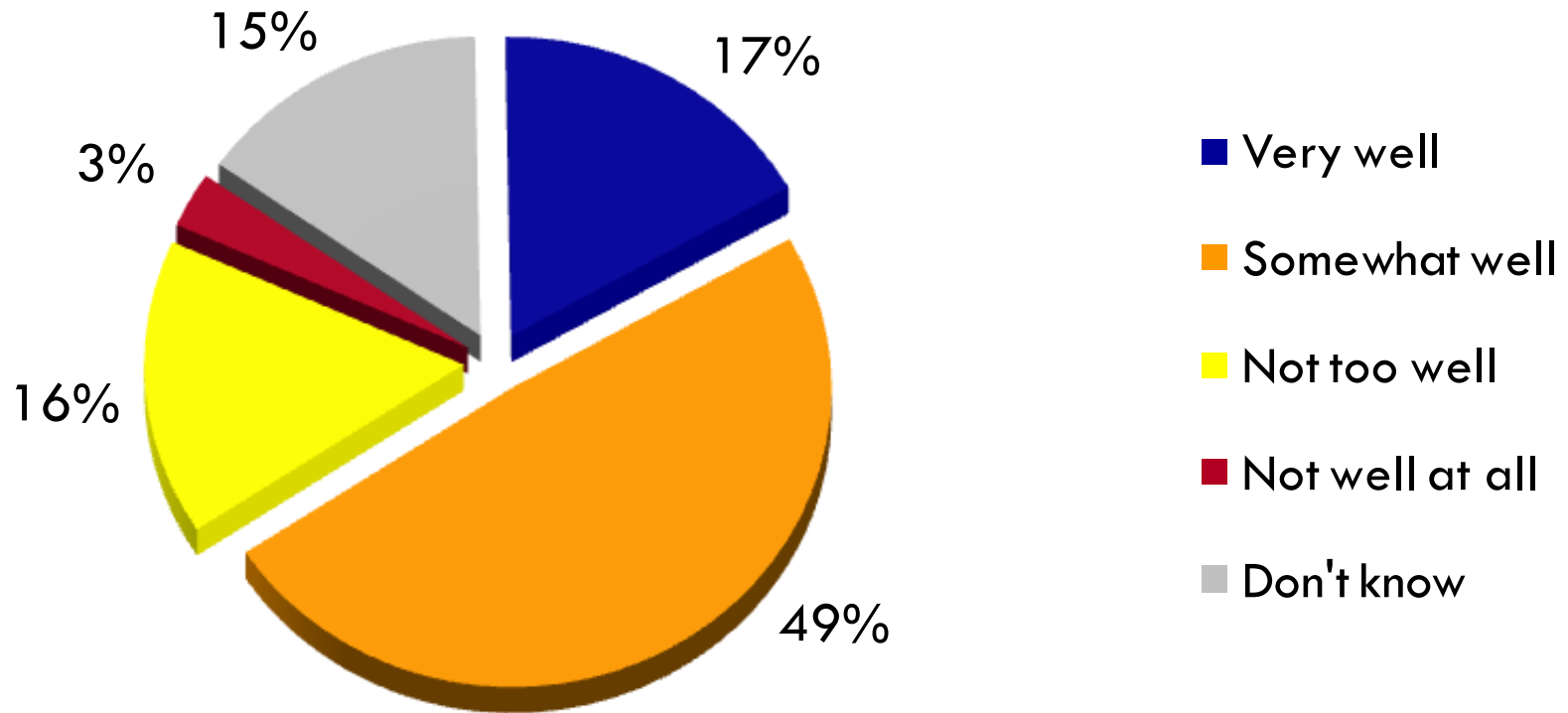
How well do you think the pharmaceutical industry listens to and understands the concerns of people like you?



Source: Research Enterprise Poll, February 2010
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Most Believe Pharmaceutical Industry Provides Safety Information Well

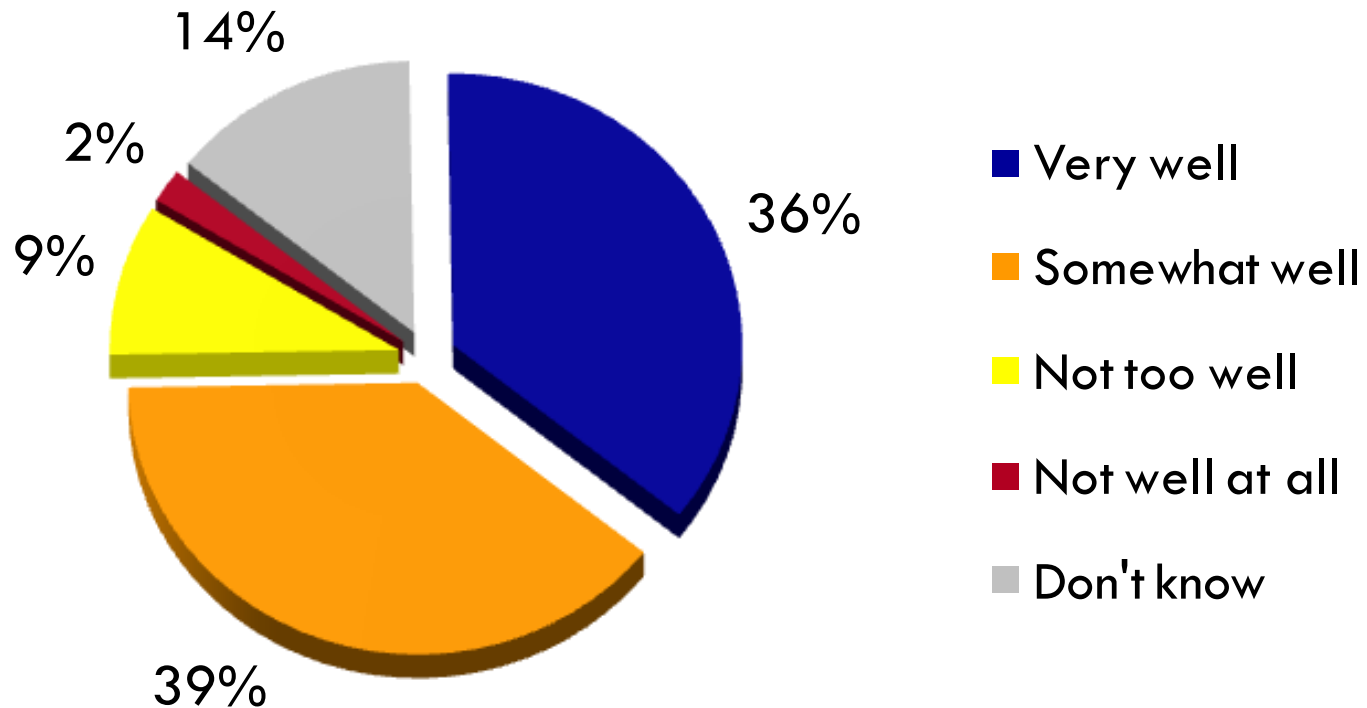
How well do you think the pharmaceutical industry provides general medical safety information?



Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America

Majority Feel Pharmaceutical Industry Does New Product Awareness Well

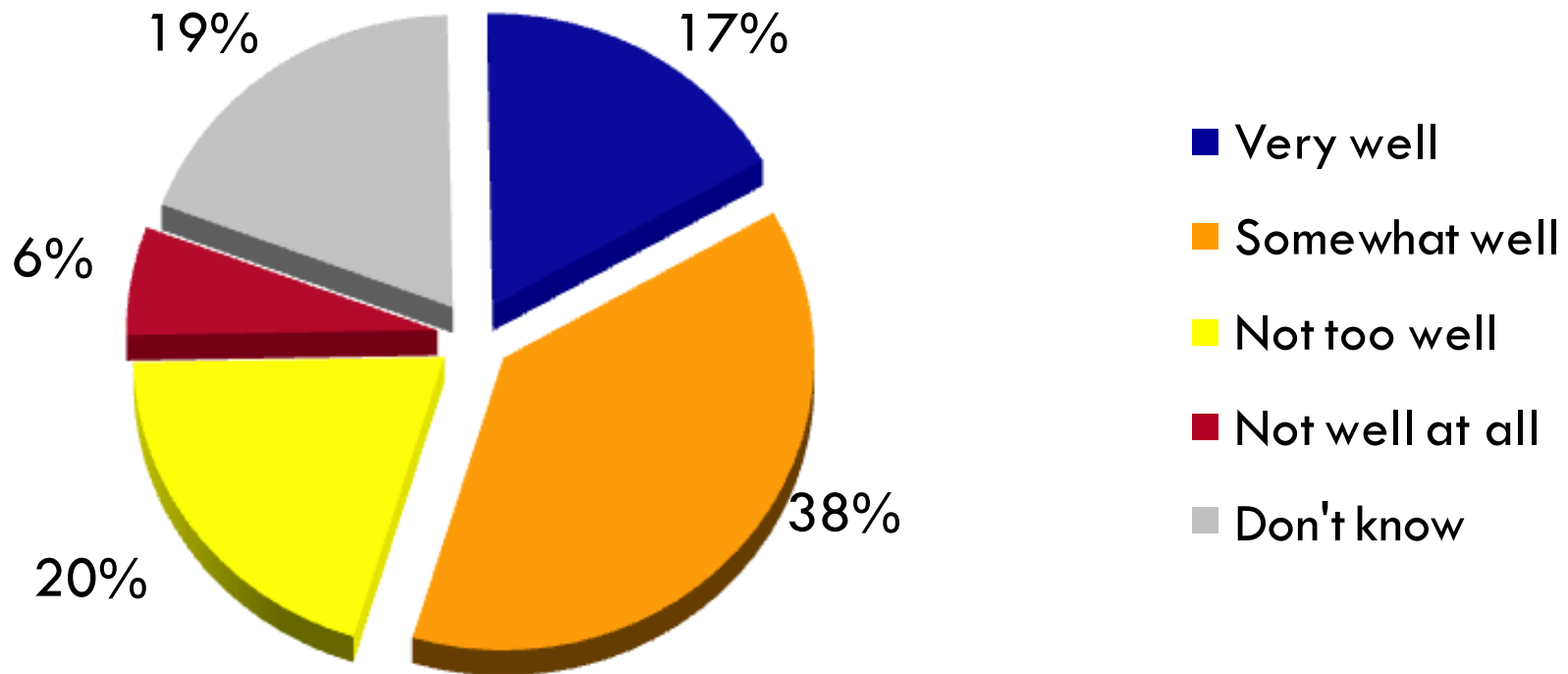
How well do you think the pharmaceutical industry makes people aware of new products?



Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America

Americans Think Pharmaceutical Industry Alerts Public to Recalls Well

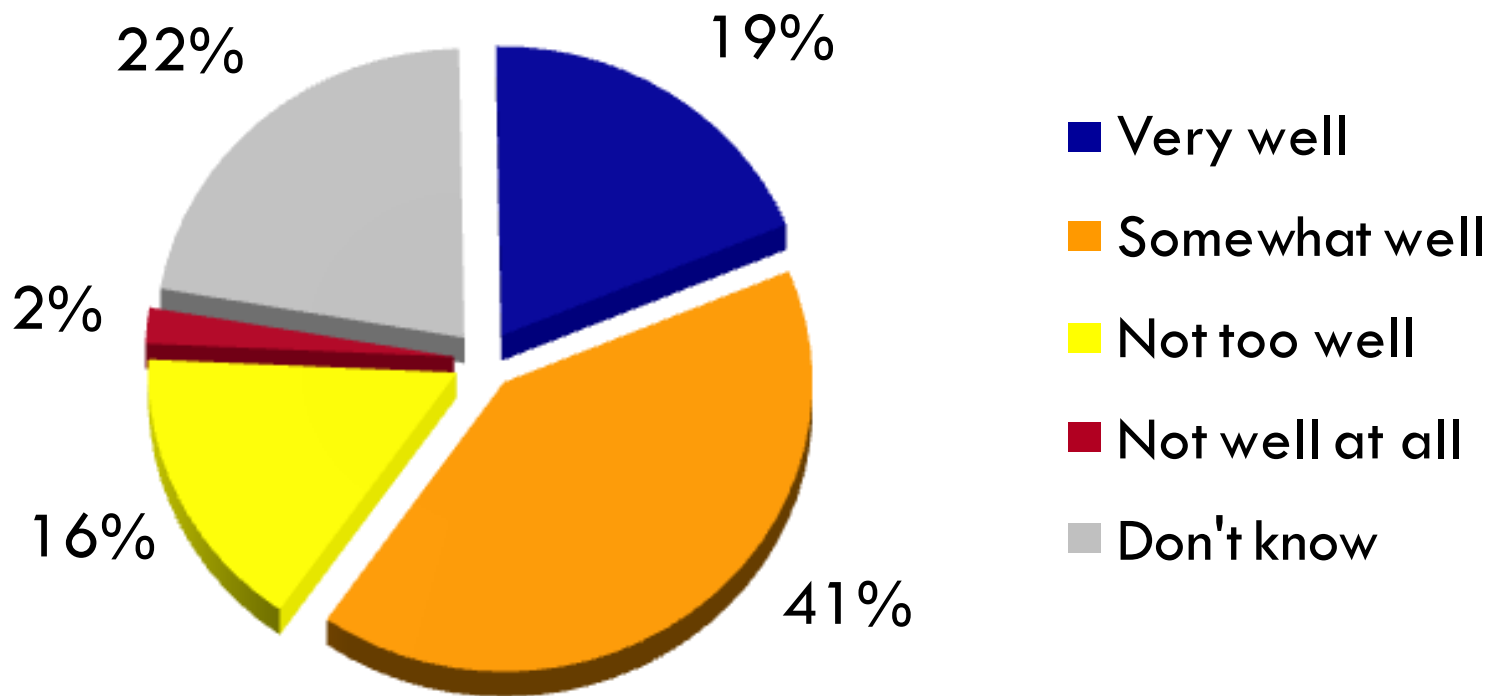
How well do you think the pharmaceutical industry alerts the public to product recalls?



Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America

Pharmaceutical Industry Communicates New Treatment Breakthroughs Well

How well do you think the pharmaceutical industry communicates new treatment breakthroughs?



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