

Public Opinion Polling

Research!America's public opinion polls have measured public perception of research issues since 1992. To date, we have commissioned more than 125 polls conducted in 45 states and nationally.

Research!America commissions public opinion polls to measure a variety of topics related to research:

- Support for medical, health and scientific research
- Willingness to pay more for research
- Confidence in people/facilities associated with research
- Perceptions of the barriers to greater investment in research, importance of state investment in research and a wide range of policy-related issues
- Awareness and understanding of relevant policy issues related to research and health

Survey results have appeared online and in opinion pieces, letters-to-the editor and news articles in a number of national and regional publications. Television and radio coverage of poll data is common in markets outside major metropolitan areas.

The Value of a Research!America Public Opinion Poll

- Indicator of public support for increased investment in medical, health and scientific research in both public and private sectors
- Establishes a supportive environment for research
- Provides longitudinal data to compare public perception over time
- Results provide a guide for tailoring advocacy messages to key constituencies, particularly decision and policy makers
- Provides public opinion in a visual interesting and digestible format
- Demographic details such as income, gender, ethnicity and age provide a comprehensive picture of perceptions in segmented populations

Partnerships with Research!America

One or more partners are invited to support a Research!America public opinion poll. Research!America is committed to working with partners throughout the development of the survey. Polling will be done by a well-respected, reputable polling firm, and a full poll report prepared by Research!America will be made available to all sponsors.

For information on partnership opportunities, please contact [Stacie Propst](#), PhD, vice president, science policy and outreach.

**Poll results have
been seen in:**



PARADE

The New York Times

THE HILL

JAMA[®]
The Journal of the American Medical Association

FORTUNE

San Francisco Chronicle

**National
Journal**
— GROUP —

nature

THE DENVER POST



*The Chronicle of
Higher Education*

TheScientist
MAGAZINE OF THE LIFE SCIENCES

THE TENNESSEAN

Science