

# Medical Research Survey

## Key Findings and Results

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**IBOPE ZOGBY**  
international

## Survey Methodology

IBOPE Zogby International was commissioned by Research!America to conduct an online survey of 600 adults in Ohio from 4/27/11 to 5/2/11.

A sampling of IBOPE Zogby International's online panel, which is representative of the adult population of the U.S., was invited to participate. Slight weights were added to region, party, age, race, gender and education to more accurately reflect the population. The margin of error is +/- 4.1 percentage points. Margins of error are higher in sub-groups. The MOE calculation is for sampling error only.

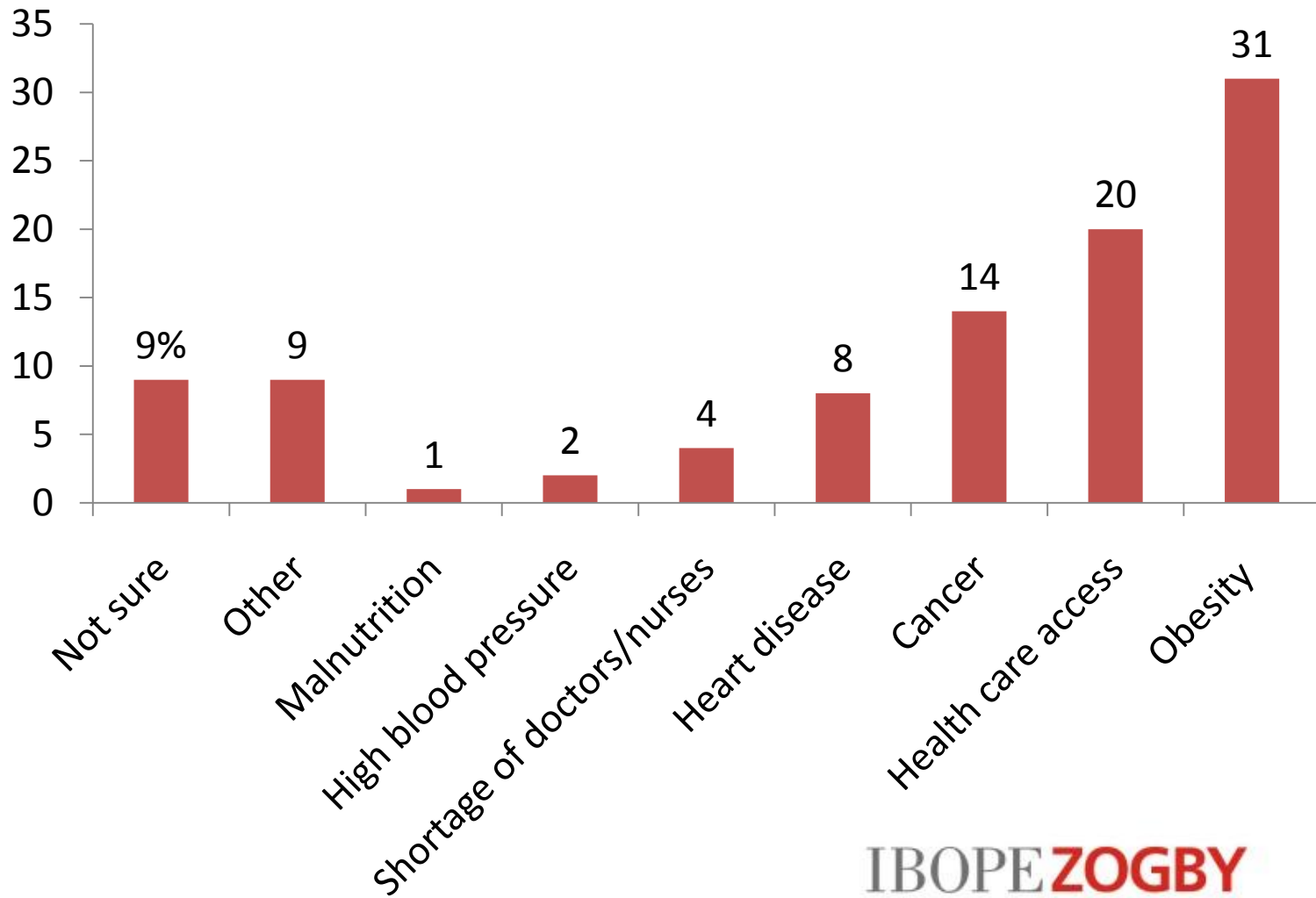
*For the following....please indicate whether or not you believe Ohio is a leader in each, using a scale of 1 to 5 where 1 is very much a leader and 5 is not at all a leader.*

	Leader (1+2)	3	Not a leader (4+5)	Not sure
<b>Medical and health research</b>	<b>50</b>	29	18	4
<b>Agriculture</b>	<b>49</b>	25	21	5
<b>Science and technology</b>	28	<b>35</b>	31	7
<b>Manufacturing</b>	21	32	<b>43</b>	4
<b>Education</b>	18	35	<b>45</b>	2

*How important do you think it is that Ohio be a leader in.....*

	<b>Important (very and somewhat)</b>	<b>Not important (not too+ not at all)</b>	<b>Not sure</b>
<b>Education</b>	<b>94</b>	5	1
<b>Medical and health research</b>	92	7	1
<b>Agriculture</b>	90	8	2
<b>Science and technology</b>	88	9	3
<b>Manufacturing</b>	85	<b>12</b>	3

11. In your opinion, what is the most important health issue facing people in Ohio today?



Most common “other” responses for the most important health issue facing people in Ohio today.

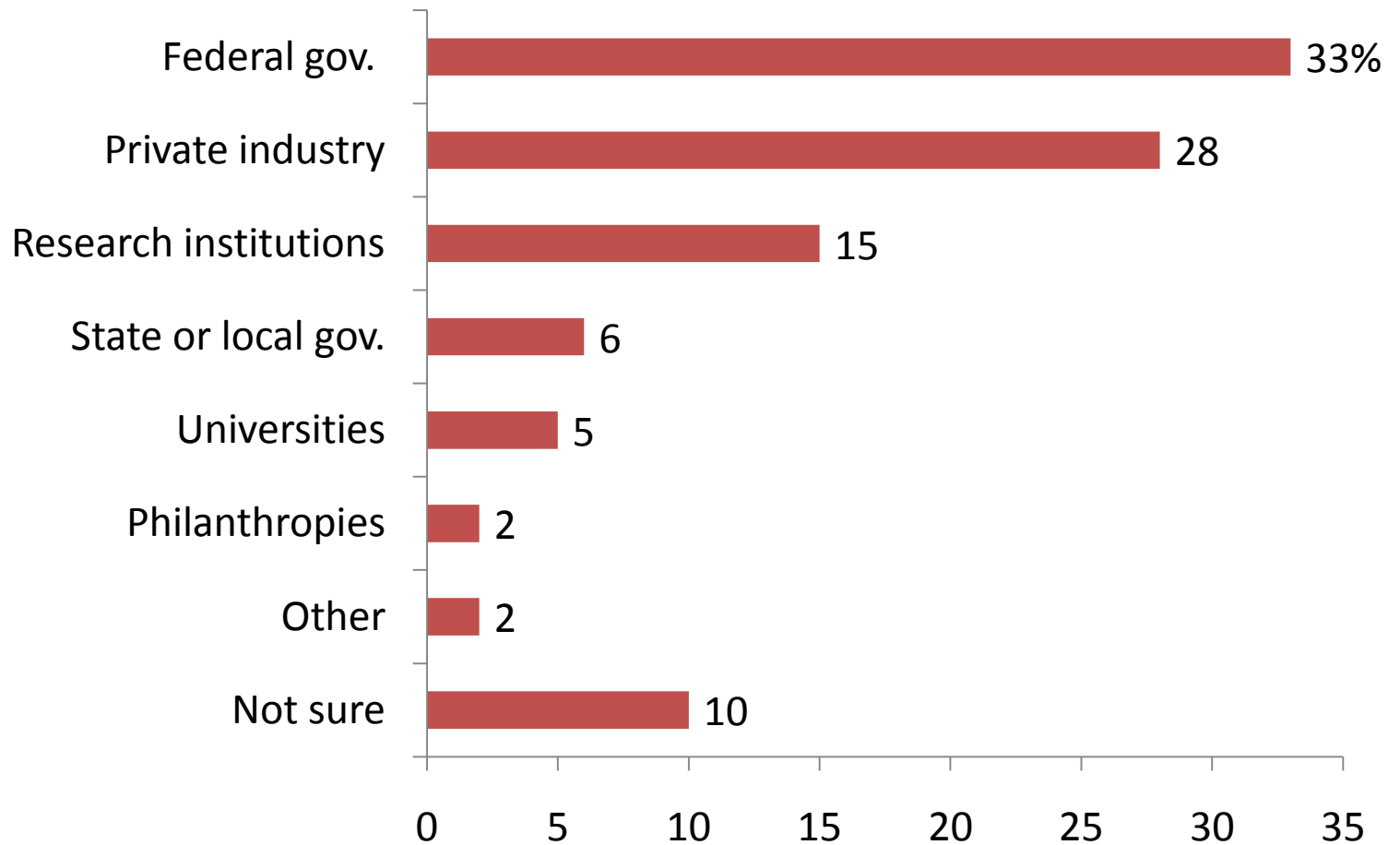
**\*Other:** Cost of healthcare (20); New Federal Health Care Law (17); Government interference (6); Diabetes (5); Poor health habits (5); Politicians (4); Smoking (3); Lack of jobs (2); Alzheimer’s (2); Lack of the personal touch (2)

\*Numbers in parentheses denote frequency of response

*12. How much of a priority is it to accelerate our nation's investment in research to improve health?*

Top priority	17%	<b>High/Top</b>	<b>60%</b>
High priority	43		
Somewhat of a priority	30	<b>Low/not</b>	<b>9</b>
Low priority	6		
Not a priority at all	3		
Not sure	1		

*13. Whose primary responsibility is it to accelerate our nation's investment in research?*



*15. If you knew that a hospital was doing research and training medical students, would that make you more or less likely to think it was a good hospital or would it make no difference to you?*

Much more likely	24%	<b>More likely</b>	<b>68%</b>
Somewhat more likely	44		
Somewhat less likely	4	<b>Less likely</b>	<b>5</b>
Much less likely	2		
No difference	24		
Not sure	3		

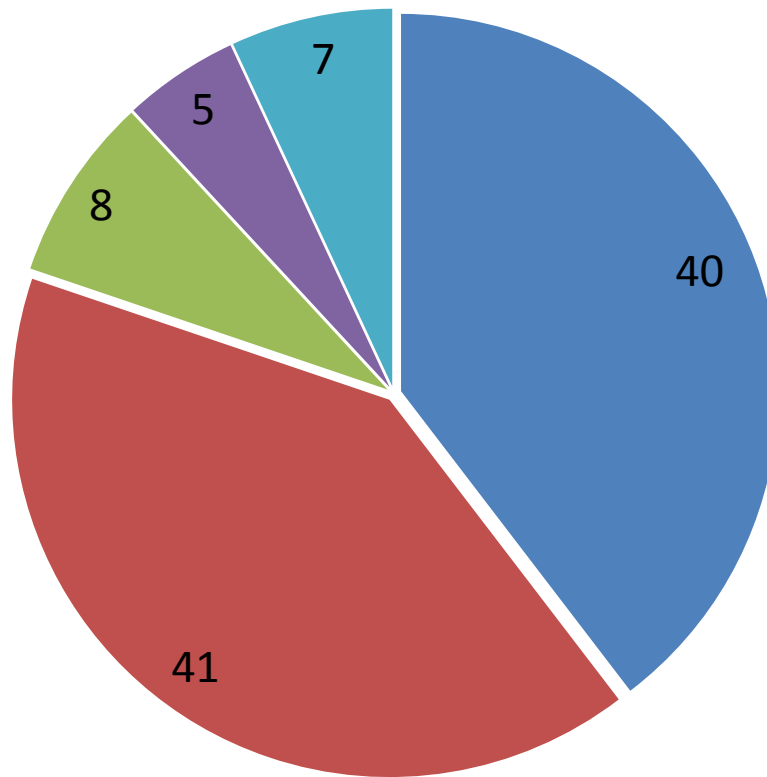
16. Do you think that institutions conducting medical research in this country, such as the government, universities, and the pharmaceutical industry, work together to develop new treatments and cures, or do you think they are in competition with each other?

Definitely work together	6%	<b>Together</b>	<b>32%</b>
Somewhat work together	27		
Somewhat in competition with each other	36	<b>Competition</b>	<b>61</b>
Definitely in competition with each other	25		
Not sure	6		

17. State governments often provide financial incentives, such as tax exemptions, to companies for building new offices and facilities in their state. If your state offered financial incentives to attract new scientific research, such as research labs or companies would you strongly approve, somewhat approve, somewhat disapprove, or strongly disapprove of these financial incentives?

**Approve: 81%**

**Disapprove 13**

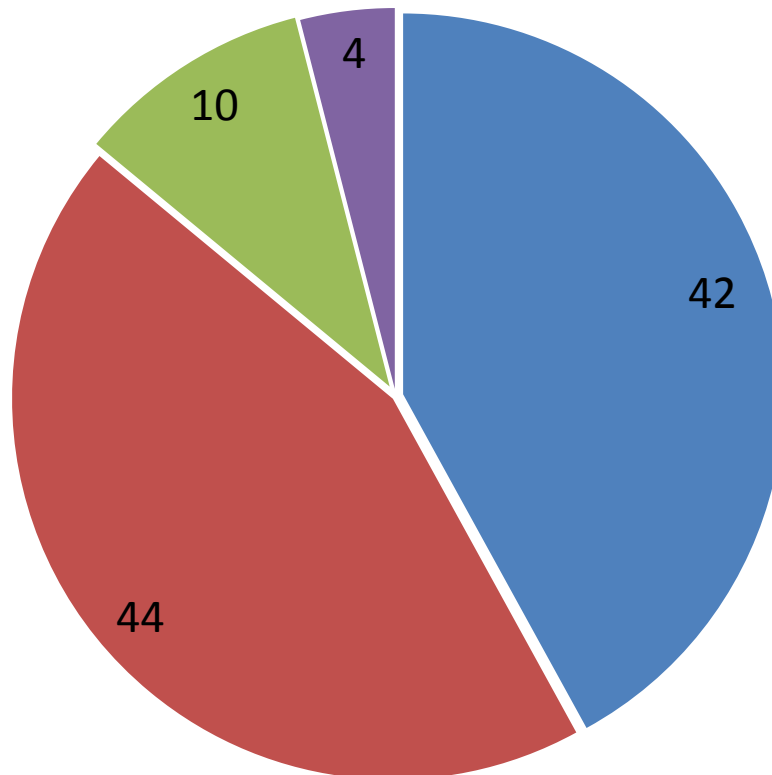


- Strongly approve
- Somewhat approve
- Somewhat disapprove
- Strongly disapprove
- Not sure

18. How important do you think medical and health research is to the economy of Ohio – very important, somewhat important, not very important, or not at all important?

**Important** **86%**

**Not important** **10**



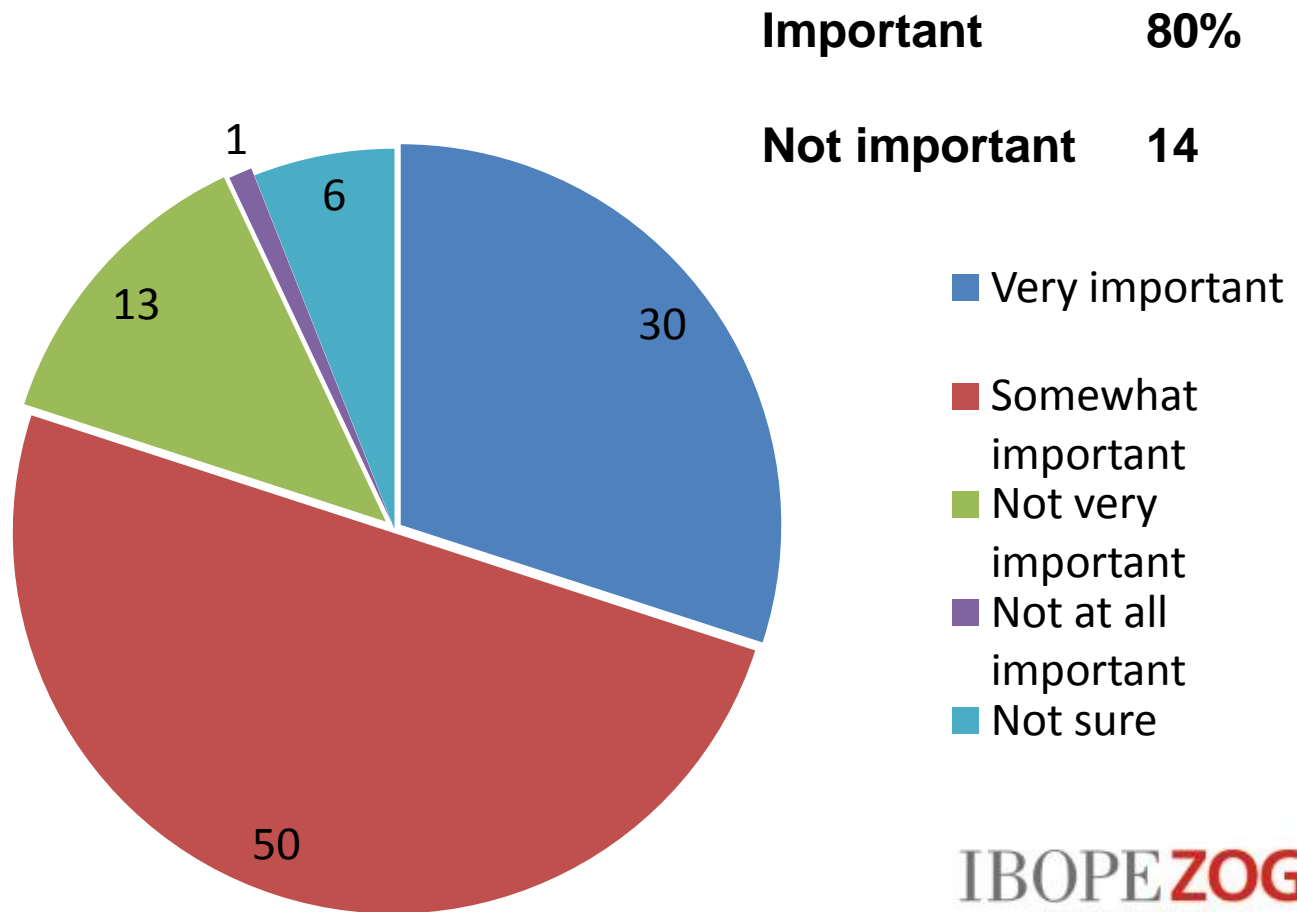
■ Very important

■ Somewhat important

■ Not very important

■ Not sure

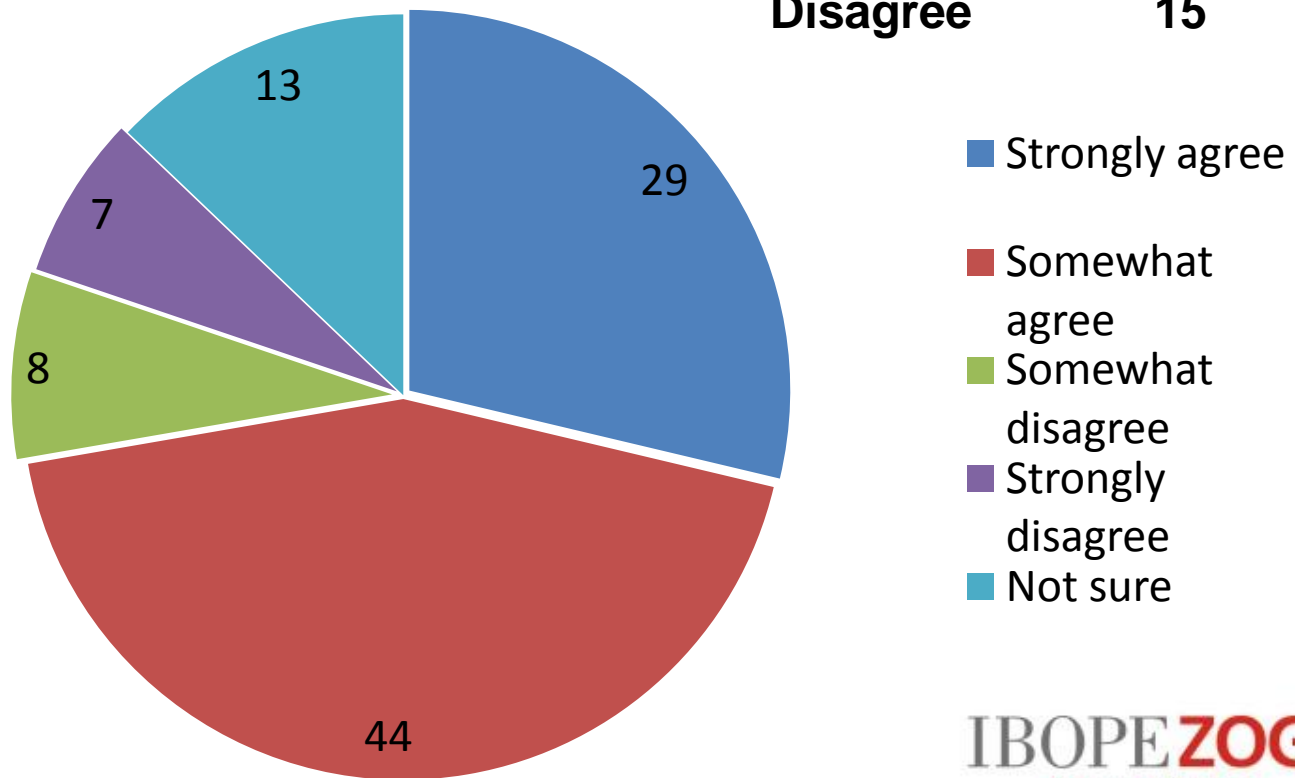
19. In terms of jobs and incomes, how important do you think spending money on scientific research is to Ohio's economy – very important, somewhat important, not very important, or not at all important?



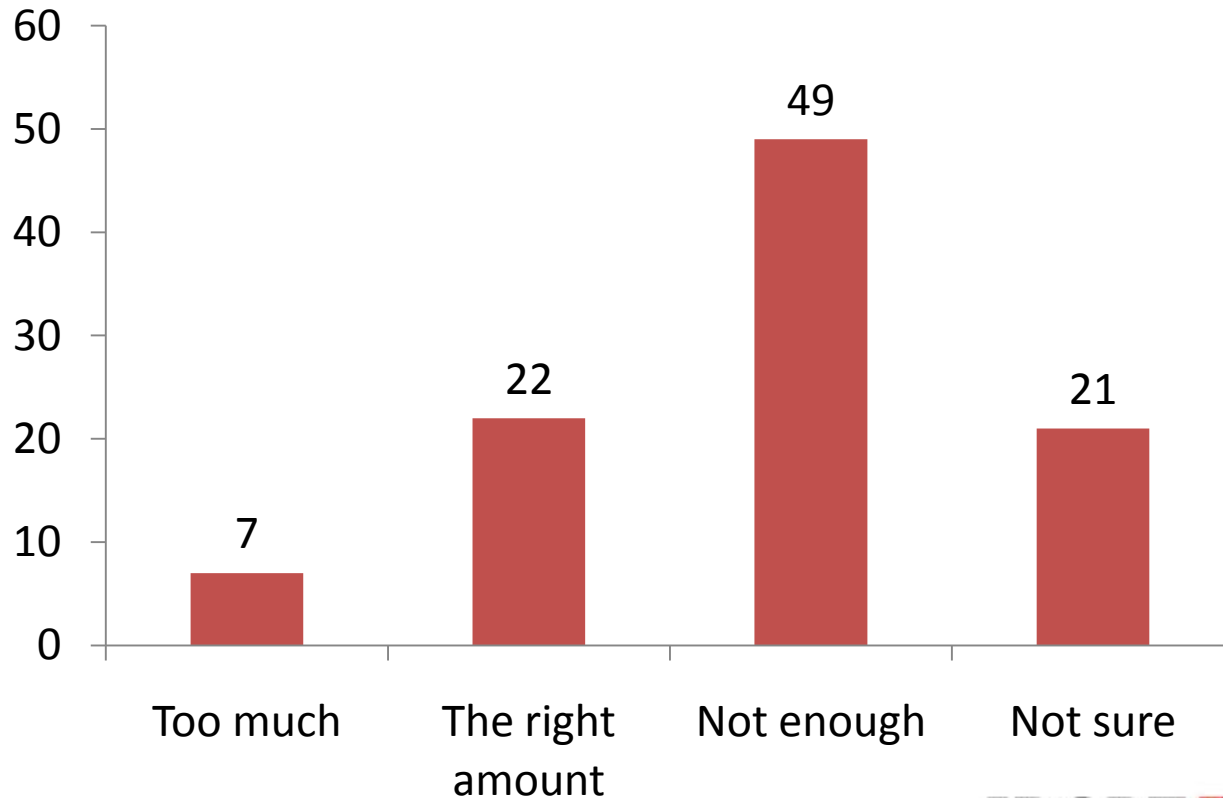
20. Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that Congress should support tax and regulatory policies that encourage private industries to conduct more medical research?

**Agree**                      **73%**

**Disagree**                    **15**



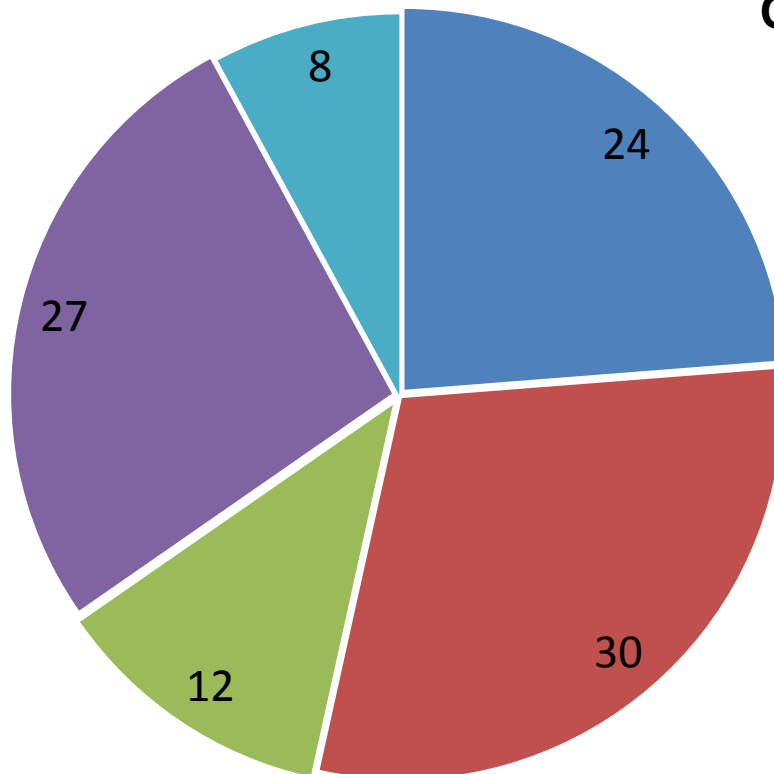
21. In 2009, the U.S. spent 5 and a half cents of each health dollar on research to prevent, cure, and treat disease and disability. Do you think that is too much, the right amount, or not enough?



22. *Would you strongly support, somewhat support, somewhat oppose or strongly oppose paying an additional \$1 per week in taxes if you knew for sure that it would go towards the US investing more in research to improve health?*

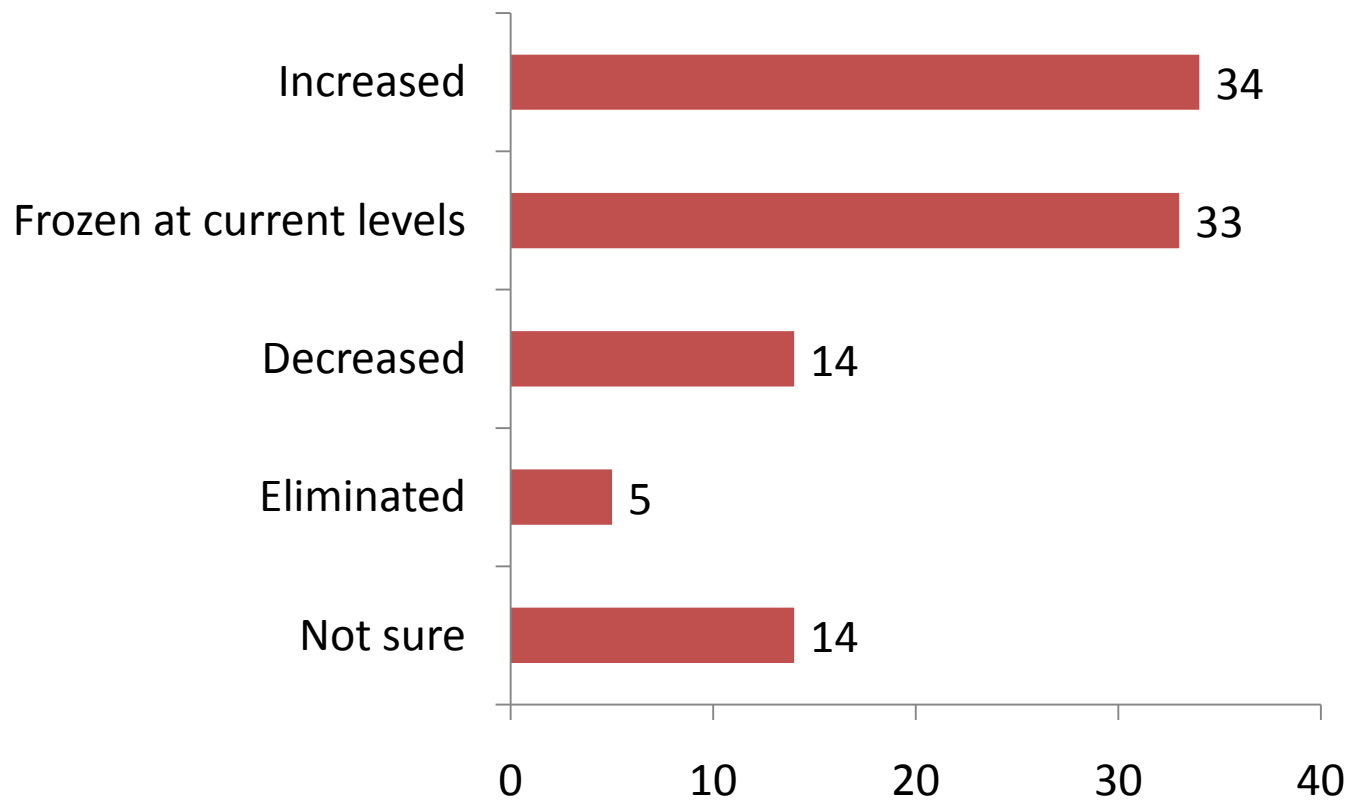
**Support**                    **54%**

**Oppose**                      **38**

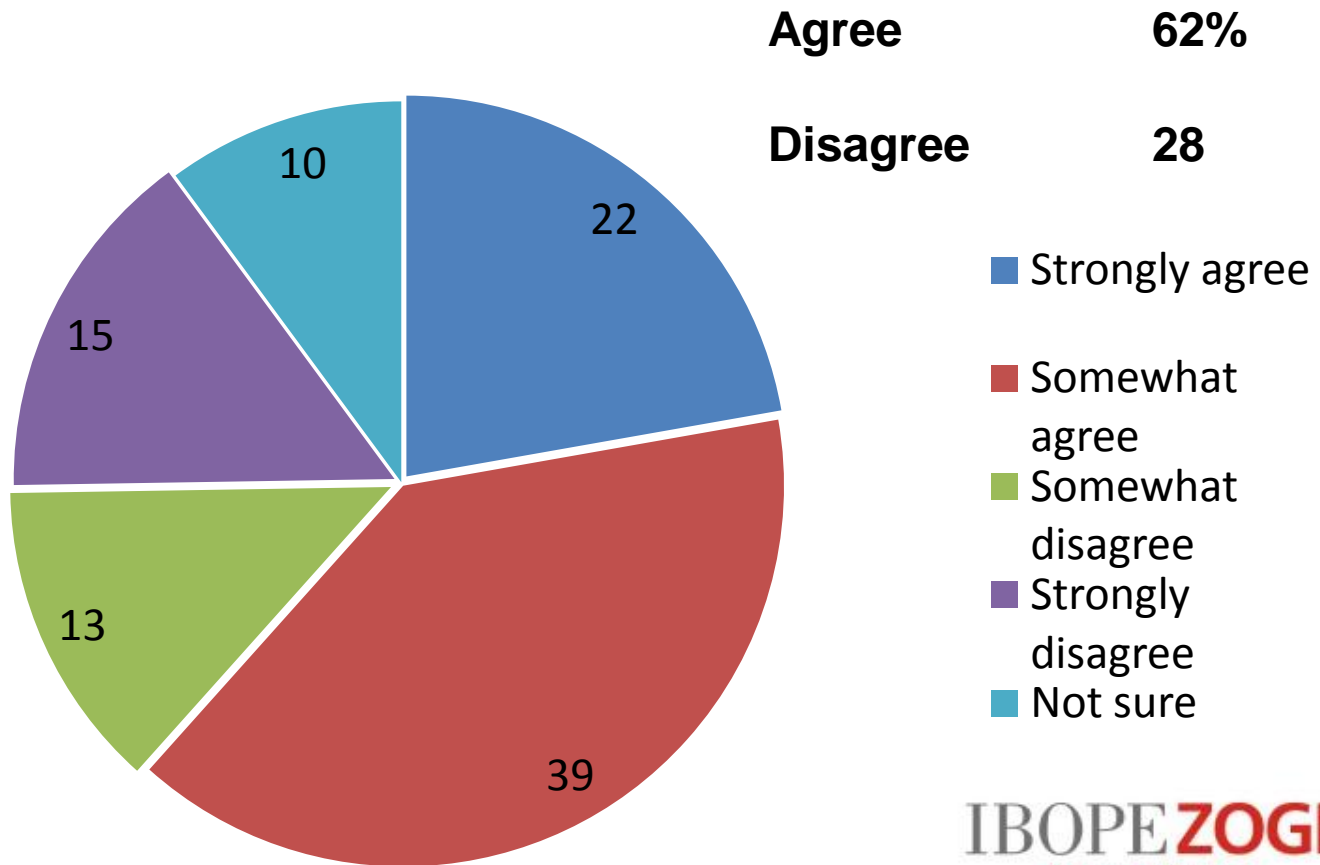


- Strongly support
- Somewhat support
- Somewhat oppose
- Strongly oppose
- Not sure

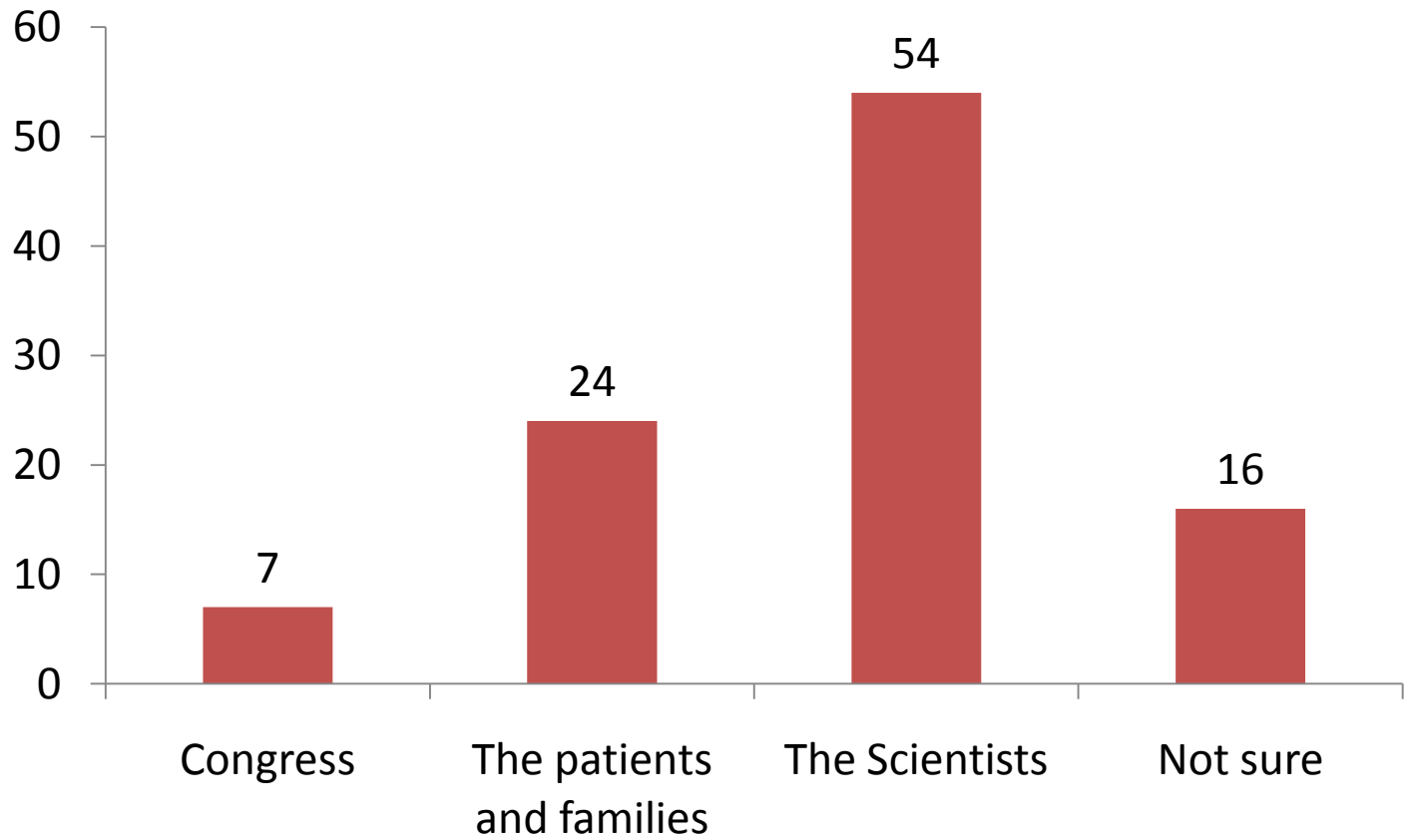
*23. As Congress and the administration consider the federal budget for 2012, should funding for medical research be increased, decreased, eliminated, or frozen at current levels?*




24. Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that basic research which advances the frontiers of knowledge is necessary and should be supported by the federal government, even if it brings no immediate benefits?



25. Which one of the following do you feel should have the most influence on how government medical research funds are spent?




29. How important do you think education and training in science, technology, engineering, and mathematics is to US competitiveness and our future economic prosperity?




Important	97%
Not important	1
Not sure	3

27. How important is it for Ohio to encourage young people to pursue careers that require a solid education in science?




Important	89%
Not important	6
Not sure	5

28. How important is it for Ohio to create more opportunities for careers in science and research for its young people?



Important	93%
Not important	4
Not sure	3

26. When thinking about threats to our health, how important is it that elected officials at all levels listen to the advice from scientists and public health professionals when setting policy or spending priorities?

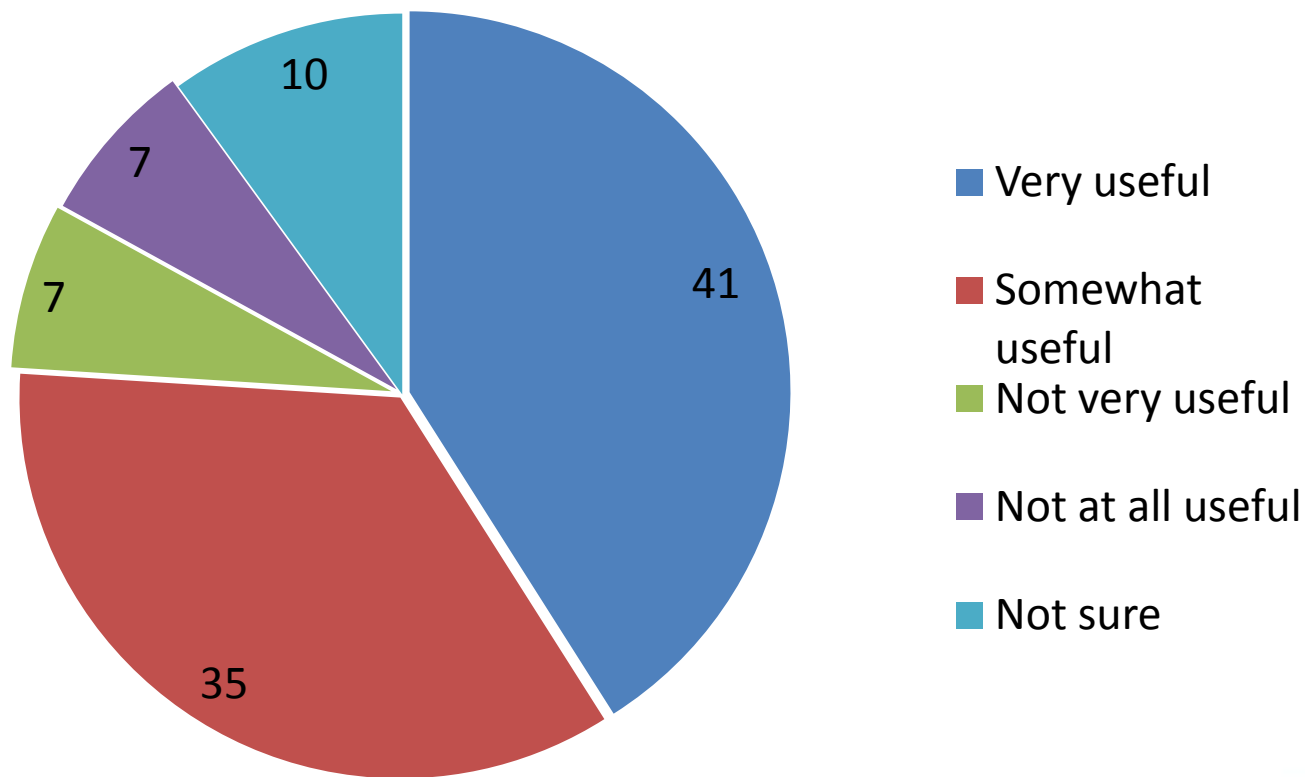


Important	90%
Not important	6
Not sure	4

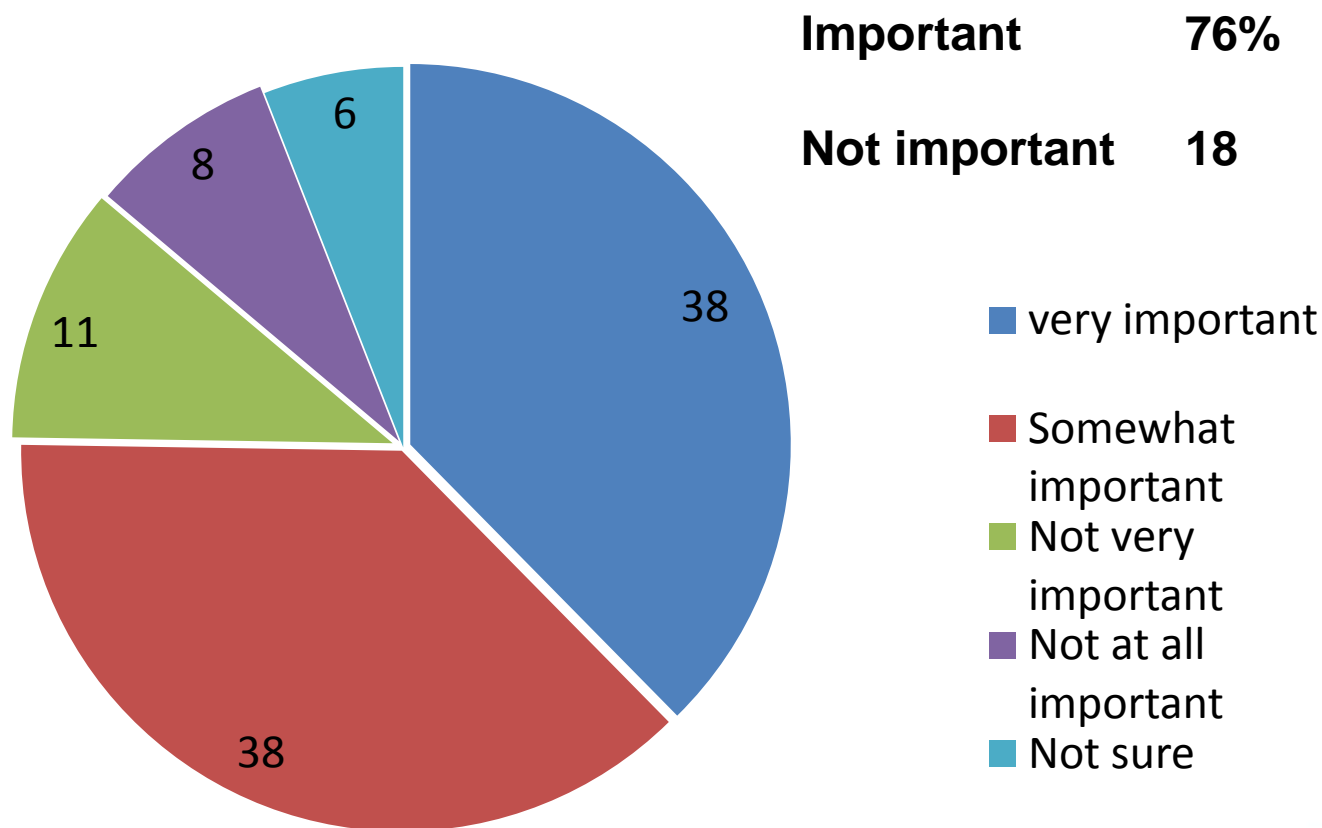
31. How useful would it be if your health care records were also available electronically?

**Useful**                    **76%**

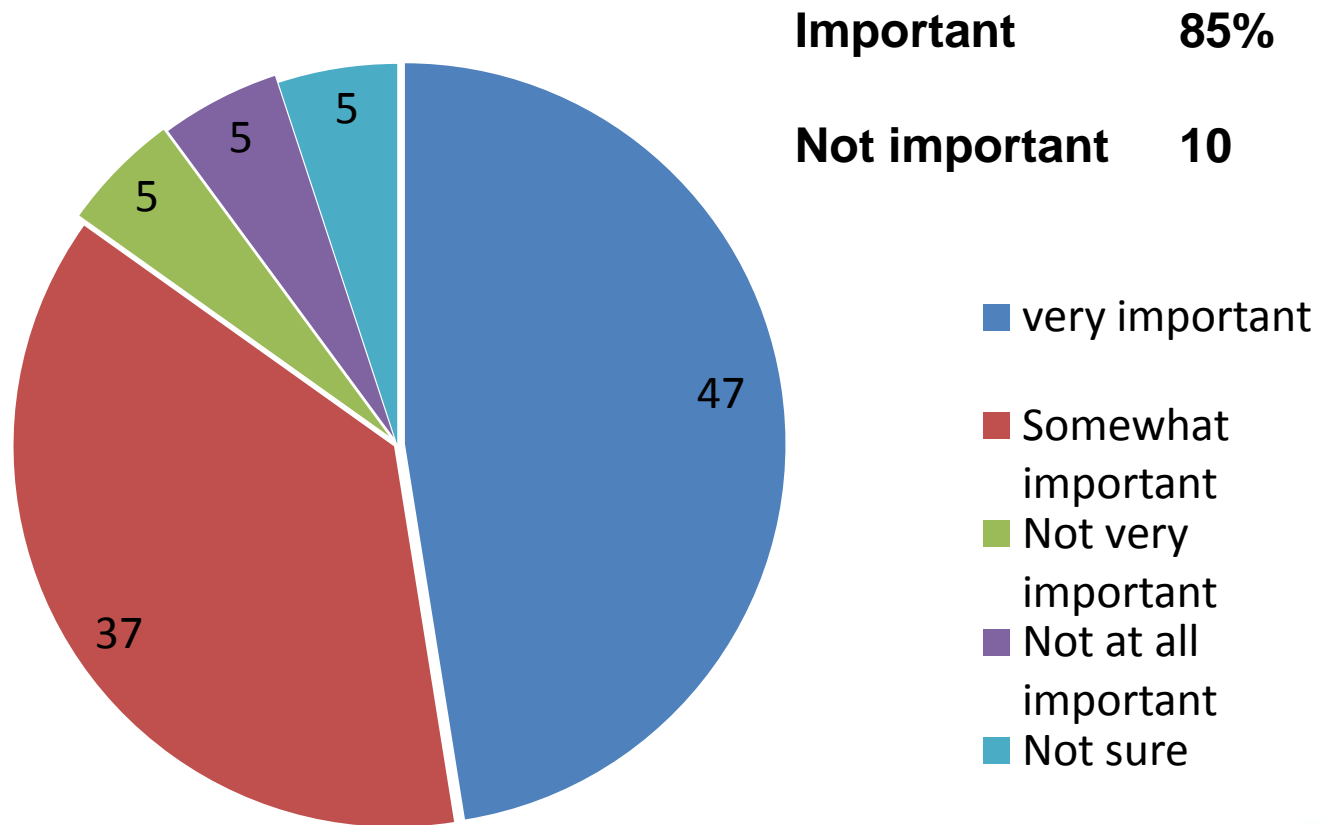
**Not useful**                **14**



32. *Certain health issues are more prevalent among people with lower incomes and among certain racial or ethnic populations. How important is it to conduct research that targets these special populations in order to improve equity in health?*



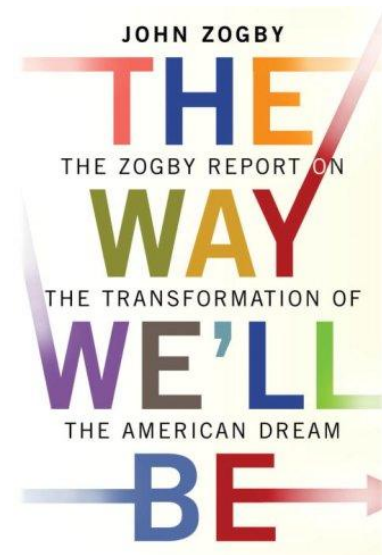
33. How important is it for Ohio to support the education of health professionals for rural and urban underserved communities?



The idea that it is important for Ohio to support the education of health professionals for rural and urban underserved communities receives broad support among all demographic groups, with majorities of all genders, age groups, regions, generations, ideologies and even political parties in agreement.

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To learn more about John Zogby and his  
generational look at America,  
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