Poll Data Booklet

ResearchAmerica
AN ALLIANCE FOR DISCOVERIES IN HEALTH

Public Perception
Awareness
Gender Differences
Leadership
Differences
Economic Issues
Media Influence
Topical Issues
Public Awareness
Controversies
Political Awareness
For nearly a decade, Research!America has been conducting public opinion polls to monitor the pulse of the nation concerning medical and health research. Since our first public opinion survey in Maryland in 1992, Research!America has commissioned both national polls and twenty-nine separate state polls, asking citizens about their opinions on medical and health research.

Consistently, our polls demonstrate that citizens want the United States to retain its role as the world leader in medical and health research. The public has also weighed in on the importance of state leadership and on its willingness to pay for more medical and health research. But although the public feels certain that more should be done to increase this important research, people are not as informed as they could be about the debates surrounding research and the academic institutions, government agencies and business enterprises which conduct that research.

Our polls show a strong measure of citizen support for doubling research funding. In addition, the polls have been integral to the conceptualization of innovative funding ideas such as the special-issue breast cancer postage stamp. The polls have also provided a view of the public’s awareness of the institutions and businesses that conduct and support research, as well as federal agencies such as the National Institutes of Health, National Science Foundation, Centers for Disease Control and Prevention, Food and Drug Administration, Veteran’s Administration and Agency for Health Care Policy and Research.
Public opinion is a powerful tool. That is why Research!America has created this poll booklet. It provides you with the most up-to-date information regarding public opinion on medical and health research matters, and makes suggestions on how to use poll data with impact.

Public sentiment on medical and health research is clearly favorable, overwhelmingly so. But, that sentiment is a story that is not told often enough. As your partners in advocacy, we’re happy to help you spread the word.

Paul G. Rogers  
Chair, Research!America

Mary Woolley  
President, Research!America
When the time is right to speak out on issues important to this nation’s health, too often advocates don’t have the necessary resources at their disposal to “make the point.” By concisely presenting public opinion poll data that Research!America has gathered over several years’ time, this booklet puts a key medical and health research advocacy resource at your fingertips.

Just how do you use poll data to make your voice heard? Research!America suggests using poll data in discussions with opinion leaders, when talking with policy makers and in communicating with the media. Poll data are powerful tools for use in Congressional testimony, op-eds, letters to the editor, legislation, speeches, feature articles, editorials and more.

Public opinion poll data validate and amplify your advocacy messages. Let Research!America help you put poll data to work for increased medical and health research, so that more research can be put to work for the health and well-being of our nation.

“At their essence, polls reflect a voice of the public that otherwise might not be heard... What better tool could a democracy have, especially a far-flung nation like ours, with every shade of opinion, to gauge and convey public sentiment on an issue?”

-Rebecca Rimel, President and CEO, The Pew Charitable Trusts
"Research! America's public opinion polls are an invaluable resource for our millions of volunteers. The data allow them to convey messages about medical research to elected officials in a simple format and in simple language."

- John R. Seffrin, Ph.D., Chief Executive Officer, American Cancer Society

THE U.S. SHOULD REMAIN A WORLD LEADER IN MEDICAL RESEARCH

How important do you think it is that the U.S. maintains its role as a world leader in medical research?

- Very
- Somewhat
- Not at all/Don't know

Source: Aggregate 1999
Charlton Research Company
STATE LEADERSHIP IS IMPORTANT

How important is it for your state to be a leader in medical research?

- 92%
- 6%
- 2%

Very/somewhat
Don’t know
Not very/not at all

Source: Aggregate 1999
Charlton Research Company

WHOM DOES THE PUBLIC TRUST

When it comes to getting information on medical and health research, how trustworthy is...? (Percent saying trustworthy)

Your doctor 94%
Nurses 93%
Dentists 91%
Voluntary Health Agencies 89%
(e.g., American Cancer Society)
Pharmaceutical companies 68%
HMOs/Managed Care Organizations 46%

Source: Aggregate 1999
Charlton Research Company
SUPPORT FOR DOUBLING REMAINS STRONG

Do you support or oppose a proposal to double total national spending on government-sponsored medical research over five years?

Source: Aggregate 1999
Charlton Research Company

SUPPORT FOR USING THE SURPLUS TO FUND MEDICAL RESEARCH

Would you favor or oppose spending part of the federal budget surplus on medical research?

Source: Aggregate 1999
Charlton Research Company
"Although the tobacco settlement was not resolved this year, the polling data on using the tobacco settlement for medical research were instrumental in retaining a provision for $200 million over 25 years for Colorado institutions."

-James H. Shore, M.D., Chancellor, University of Colorado Health Sciences Center
CANDIDATE'S STANCE ON MEDICAL RESEARCH IS A FACTOR IN VOTE DECISION

Would strong support of medical research make you more likely to vote for a candidate?

- More likely: 58%
- Less likely: 16%
- Don't know: 17%
- No effect: 9%

Source: Aggregate Summer 1999
Charlton Research Company

PUBLIC WANTS MEDICAL RESEARCH TO PLAY "PRIMARY" ROLE

What do you think is the most important health policy issue facing the country that the presidential candidates should address? (Top four responses)

- Medical research: 26%
  (includes general as well as disease specific)
- Don't know: 15%
- Cost of healthcare: 14%
- Easier/better access to coverage: 14%

Source: Aggregate Summer 1999
Charlton Research Company
“Research!America’s polls demonstrate a strong public support for medical and health research that continues to prove highly effective with my colleagues on the Hill, as well as back home in our states and districts, in making medical and health research a higher national priority.”

-Senator Tom Harkin (D-IA)
PUBLIC IS WILLING TO PAY MORE IN TAXES

Would you be willing to pay $1 per week more in taxes for more health research?

- Yes: 61%
- No: 33%
- Don't know: 6%

Source: Aggregate 1999
Charlton Research Company

PUBLIC IS WILLING TO PAY MORE FOR PRESCRIPTION DRUGS

Would you be willing to pay $1 more per prescription drug if you were certain that all the money would be spent for additional medical and health research?

- Yes: 60%
- No: 35%
- Don't know: 5%

Source: Aggregate 1999
Charlton Research Company
MEDICAL RESEARCH IS IMPORTANT TO STATE'S ECONOMY

In terms of jobs and incomes, how important do you think spending money on medical research is to your state's economy?

- Very/somewhat: 85%
- Not very: 11%
- Don't know: 4%

Source: Aggregate 1999
Charlton Research Company

"I applaud Research!America's leadership in garnering widespread support for establishing real priorities and maximizing our resources, so that we may fund the many vital public health and research programs in the Federal government."

-Senator Arlen Specter (R-PA)
Research!America-commissioned polls illustrate strong public support for medical research and for various funding mechanisms. I have sponsored two of these mechanisms, a 40-cent stamp, which passed Congress in 1998, and a tax check off.”

-Senator Dianne Feinstein (D-CA)

WILLINGNESS TO PAY FOR...

Majority support was given when the public was asked, would you be willing to pay more for research via the following:

- Bonds for cures
- Health insurance
- Special issue postage stamps for medical research
- Tax form check-off
- Tax refund donation
- Tobacco tax

Source: Research!America
Why is this information so important?

- Because 72 percent of the public says that the media do not give enough attention to medical research.

- Because 84 percent of the public feels it is important that the U.S. maintains its leadership in medical research.

- Because 92 percent of the public feels it is important for their respective state to be a leader in medical research.

- Because medical and health issues (such as long term care) are rising on the public's agenda.

- Because many research issues are debated on a daily basis, such as: research funding, patient safety, stem-cell research, cloning and freedom of information and privacy.
**Congress Should Support Tax Incentives Encouraging Medical Research**

Congress should support tax and regulatory policies encouraging private industries to conduct more medical research.

- Agree: 76%
- Disagree: 19%
- Don't know: 5%

Source: Aggregate 1999
Charlton Research Company

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**States Should Support Medical Research**

If your state offered incentives to attract new research, such as labs, would you approve or disapprove of these incentives?

- Approve: 83%
- Disapprove: 13%
- Don't know: 4%

Source: Aggregate 1999
Charlton Research Company
NO CONSENSUS ON PROGRESS IMPEDIMENTS

Is the following a reason why we are not making more progress in medical research?

- Regulatory barriers: 69% Yes, 21% No, 10% Don't know
- R&D tax burden too high: 49% Yes, 33% No, 18% Don't know
- Not spending enough money: 51% Yes, 38% No, 11% Don't know
- Not enough researchers: 40% Yes, 43% No, 17% Don't know

Source: Aggregate Summer 1999
Charlton Research Company

"Few organizations have mastered the presentation of how industry and government research are interconnected. Research!America, through its polls, has effectively demonstrated how important both sectors are to the American public."

-Raymond Gilmartin,
Chairman, President & CEO
Merck & Co., Inc.
"State by state, Research!America's surveys have consistently shown strong public support for increased funding for medical research and significant assessed-value for their tax dollars."

-Senator Connie Mack (R-FL)
CONCERNS ABOUT MEDICAL RESEARCH

What concerns, if any, do you have about medical research? (Top six responses)

<table>
<thead>
<tr>
<th>Concern</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>29%</td>
</tr>
<tr>
<td>Don't know</td>
<td>11%</td>
</tr>
<tr>
<td>Need for more information/more detail on costs/method/results</td>
<td>9%</td>
</tr>
<tr>
<td>AIDS/cancer/incurable disease</td>
<td>6%</td>
</tr>
<tr>
<td>Accountability/spending wisely</td>
<td>6%</td>
</tr>
<tr>
<td>Other (no other answer &gt;5%)</td>
<td>39%</td>
</tr>
</tbody>
</table>

Source: Aggregate Spring 1999
Charlton Research Company

ANIMAL RESEARCH IS IMPORTANT

Do you believe the use of animals in medical research is necessary for progress in medicine?

- Yes: 71%
- No: 24%
- Don't know: 5%

Source: Aggregate Spring 1998
Charlton Research Company
"Frequently I cite Research!America's poll data when I speak before both scientific and lay audiences. The data demonstrates strong public support to double funding for biomedical research. The results emphasize that the American public wants medical research to be a much higher national priority in our federal budget."

-Senator Bill Frist, M.D. (R-TN)
MANY RECOGNIZE THE FDA

What is the name of the government agency that conducts the review and approval of new drugs and devices before they can be put on the market in this country?

- 70% Know FDA
- 25% Don't know FDA
- 5% Other

Source: Aggregate Spring 1999
Charlton Research Company

CDC RECOGNITION IS LOW

What is the name of the government agency whose primary mission is prevention and health promotion in this country?

- 63% Know CDC
- 21% Don't know CDC
- 16% Other

Source: Aggregate 1999
Charlton Research Company
Most Do Not Recognize NSF

What is the name of the government agency that funds most of the basic research and educational programming in the sciences, mathematics and engineering in this country?

- 79% Know NSF
- 17% Don't know NSF
- 4% Other

Source: Aggregate 1999
Charlton Research Company

Public Does Not Know Veterans Administration Conducts Research

Do you know any institutions, companies or organizations in your area where medical research is conducted? (Total mentions)

Percentage Answering Veterans Administration

- Colorado: 1%
- Idaho: 0%
- Illinois: 1%
- Iowa: 1%
- New Hampshire: 0%
- New Jersey: 0%
- New Mexico: 2%

Source: Aggregate 1999
Charlton Research Company
PUBLIC DOESN'T KNOW WHERE RESEARCH IS CONDUCTED

Do you know of any institutions, companies, or organizations in your area where medical research is conducted? (Top two mentions in four states)

<table>
<thead>
<tr>
<th>Region</th>
<th>Institution</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>West - Colorado</strong></td>
<td>Don’t know</td>
<td>56%</td>
</tr>
<tr>
<td></td>
<td>University of Colorado</td>
<td>21%</td>
</tr>
<tr>
<td></td>
<td>University Hospital</td>
<td></td>
</tr>
<tr>
<td><strong>East - New Jersey</strong></td>
<td>Don’t know</td>
<td>46%</td>
</tr>
<tr>
<td></td>
<td>University of Medicine and Dentistry of New Jersey</td>
<td>9%</td>
</tr>
<tr>
<td><strong>Midwest - Illinois</strong></td>
<td>Don’t know</td>
<td>50%</td>
</tr>
<tr>
<td></td>
<td>University of Illinois at Chicago —</td>
<td>21%</td>
</tr>
<tr>
<td></td>
<td>College of Medicine</td>
<td></td>
</tr>
<tr>
<td><strong>South - Mississippi</strong></td>
<td>Don’t know</td>
<td>59%</td>
</tr>
<tr>
<td></td>
<td>University of Mississippi — Medical Center</td>
<td>18%</td>
</tr>
</tbody>
</table>

Source: Summer 1998/Spring 1999 Charlton Research Company

THE PUBLIC SUPPORTS BASIC RESEARCH

Even if it brings no immediate benefits, basic science research which advances the frontiers of knowledge is necessary and should be supported by the federal government.

- Strongly/somewhat agree: 81%
- Strongly/somewhat disagree: 16%
- Don’t know: 3%

Source: Aggregate 1999 Charlton Research Company
HEALTH SERVICES RESEARCH IS OF VALUE

Another kind of research, called health services research, seeks to understand why there are differences in quality of care and outcomes for patients. How do you perceive the value of this kind of research? Would you say it is of...

Source: Aggregate 1999
Charlton Research Company

PUBLIC HEALTH PROGRAMS ARE VALUABLE

For your tax dollar, how much value do you think you receive for public health programs which include research into the prevention of disease, outreach programs about health risks, and education and training of health professionals?

Source: Aggregate Spring 1999
Charlton Research Company
"From health services and behavioral research to basic and clinical research, the entire health community has benefited from the insight that Research!America's public opinion polls have provided."

- John M. Eisenberg, M.D., Administrator, Agency for Health Care Policy and Research

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**So what can the data be used for?**

- Letters to the editor
- Opposite editorials (Op-eds)
- Letters to local chambers of commerce and local government
- Letters to and visits with Senators and Representatives at the state and federal level
- Letters to the President, Vice-President and appointed officials
- Speeches to civic groups, professional societies and volunteer associations
- Talking points for call-in radio talk shows, editorial board meetings and media interviews
- Testimony before Congress
- Gubernatorial/Mayoral proclamations
CLINICAL RESEARCH IS VALUABLE
How do you perceive the value of clinical trials research? (In clinical research, volunteers choose to participate in testing of the effectiveness of treatments for improving the care of patients.)

- 95% Great value/some value
- 3% Not much value/no value
- 2% Don't know

Source: Aggregate Spring 1999
Charlton Research Company

MANY WOULD PARTICIPATE IN A CLINICAL RESEARCH STUDY
How likely would you be to participate in a clinical research study?

- 61% Likely
- 34% Not likely
- 5% Don't know

Source: Aggregate Spring 1999
Charlton Research Company
FACTORS AFFECTING PARTICIPATION IN CLINICAL RESEARCH

How much of a concern would the following factors be in your decision to participate as a volunteer in a clinical research study? (Percent saying major concern.)

- Reputation of institution: 76%
- Privacy, confidentiality: 67%
- Improve health of self, others: 66%
- Pain, side effects: 63%
- Costs to participate: 47%
- Incentives to participate: 15%

Source: Aggregate Spring 1999
Charlton Research Company

GOOD HOSPITALS CONDUCT RESEARCH AND TRAIN MEDICAL STUDENTS

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?

- More likely: 84%
- Less likely: 7%
- Don't know/no difference: 9%

Source: Aggregate 1998
Charlton Research Company
MANY BELIEVE THEIR DOCTOR SHOULD BE INVOLVED IN MEDICAL RESEARCH

How important is it to you that your doctor be involved in medical research?

- 85%
- 13%
- 2%

Source: Aggregate 1999
Charlton Research Company

FEW HAVE SPOKEN WITH THEIR DOCTOR ABOUT MEDICAL RESEARCH

Have you ever spoken with your doctor about medical research?

- Yes: 77%
- No: 22%
- Don't know: 1%

Source: Aggregate 1999
Charlton Research Company
MEDICAL RESEARCH FUNDING SHOULD BE DOUBLED

Do you favor or oppose a proposal to double our total national spending on government-sponsored medical research over five years? (Percent saying strongly or somewhat favor)

<table>
<thead>
<tr>
<th>State</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>MI</td>
<td>60%</td>
<td>62%</td>
</tr>
<tr>
<td>VA</td>
<td>67%</td>
<td>67%</td>
</tr>
<tr>
<td>WA</td>
<td>59%</td>
<td>62%</td>
</tr>
<tr>
<td>WV</td>
<td>62%</td>
<td>67%</td>
</tr>
</tbody>
</table>

Source: Aggregate Spring 1998 Charlton Research Company

PARTICIPATION IN CLINICAL RESEARCH

How likely would you be to participate in a clinical research study? (Percent saying very/somewhat likely)

<table>
<thead>
<tr>
<th>State</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>MI</td>
<td>64%</td>
<td>53%</td>
</tr>
<tr>
<td>MO</td>
<td>61%</td>
<td>51%</td>
</tr>
<tr>
<td>WV</td>
<td>61%</td>
<td>52%</td>
</tr>
</tbody>
</table>

Source: Aggregate Spring 1998 Charlton Research Company

* Gender and race are demographics for which statistically significant differences for the sample size taken are available.
MEDICAL RESEARCH IS IMPORTANT TO STATE'S ECONOMY

In terms of jobs and income, how important do you think spending money on medical research is to your state's economy?

- Very important
  - African-American: 73%
  - Caucasian: 46%

Source: Illinois, Spring 1999
Charlton Research Company

WILLING TO PAY MORE FOR PRESCRIPTION DRUGS

Would you be willing to pay $1 more for each prescription drug if all the money would be spent for additional medical research, or not?

- Willing to pay more
  - Hispanic: 68%
  - Caucasian: 53%

Source: Texas, Spring 1998
Charlton Research Company
RESEARCH!AMERICA'S
POLL METHODOLOGY

- Telephone poll by random-digit
dialing
- Size=800-1000 adults
- Theoretical sampling error
  is +/- 3.5 percent

Year and State(s) polled

1999
CO, IA, ID, IL, NH, NJ and NM

1998
CT, MI, MS, MO, NY, OK, TN,
VA, WA and WV

1997
AK, LA, OH, PA, and WI

1996
CA, FL and TX

1995
National

1994
KY

1993
NC

1992
MD

Harris Interactive provides consultation on
Research!America survey questions.

"Research!America's public opinion polls provide
compelling evidence of the very high level of citizen
support for medical research, evidence that I cite
regularly to help make the case for NIH."

-Representative John Edward Porter (R-IL)
"I am confident that together we will be able to foster and enlarge America’s growing awareness of the importance of medical research, both for today and for the future."

-Steven E. Hyman, M.D.,
Director, National Institute of Mental Health
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“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.”

-Margaret Mead