



*The voices
of Americans
vary by region,
but they
harmonize in
our vibrant
democracy.*

America Speaks!

*Poll
Data
Summary
Vol. 12*

**RESEARCH
AMERICA**
AN ALLIANCE FOR DISCOVERIES IN HEALTH™

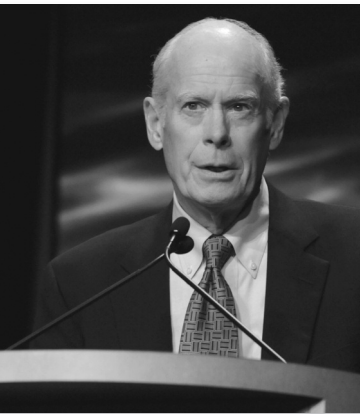
A Message from Research!America's Leadership

Research!America takes pride in presenting *America Speaks*, Volume 12, a fascinating overview of Americans' views on health research and how it impacts our quality of life, the economy and our global competitiveness. On behalf of the 125 million voices of our alliance, we gratefully acknowledge the United Health Foundation's generous support of *America Speaks* now in its 12th year.

Research is the genius of our economy, fueling innovation and discovery. ***But much is at stake in this election year.*** Research funding is at risk, and without a strong investment, we will falter in our efforts to find treatments and cures for chronic illnesses, improve health globally and create good jobs for Americans. Since 1992, public opinion polls commissioned by Research!America consistently show that Americans understand how research is inextricably linked to their health and well-being. Our latest polls highlight this point:

- Most Americans say a bigger slice of the health dollar should go towards research.
- 50% say investing in health research is important to job creation and economic recovery.
- 54% say research to improve health is part of the solution to rising health care costs.
- 92% say it's important that our nation support more research on how well the health care system functions.
- A majority say the U.S. is losing its global competitive edge in science, technology and innovation.

Our findings offer an intriguing look at how research impacts so many aspects of our life and why it must be more of a focal point in the national conversation, particularly in an election year. Research!America will continue to track Americans' viewpoints on research and health, and we will share our findings with our members, the public and policymakers. ***Research is the future of our nation and Americans know it!*** Do our elected officials and candidates for office agree? We must convince them to make a greater investment in research now to bolster our economic competitiveness, contain health care costs and improve the health of our nation — for this generation and the next.



Hon. John Edward Porter
CHAIR, RESEARCH!AMERICA



Mary Woolley
PRESIDENT, RESEARCH!AMERICA

{ Washington, D.C., January 2012 }

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Look for these indicators throughout this publication:

new question

Not previously asked by Research!America.

trend change

Indicates significant change from previous years.

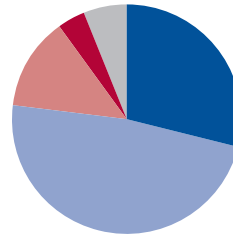
Research and Innovation

“NIH is ... a key pillar of our economic recovery, generating high-paying jobs in the cutting-edge biomedical research industry and keeping America competitive in biomedical science. More than 80 percent of NIH’s budget supports over 350,000 scientist and research personnel, as well as the acquisition of goods and services from every state.”

Reps. Ed Markey (D-MA) and Brian Bilbray (R-CA)

Americans: U.S. Losing Its Competitive Edge in Innovation

Do you agree or disagree with the following statement? “The U.S. is losing its global competitive edge in science, technology and innovation.”

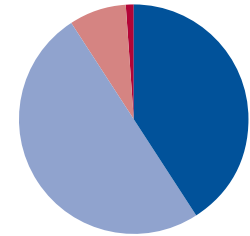


- 29%** Strongly agree
- 48%** Somewhat agree
- 13%** Somewhat disagree
- 4%** Strongly disagree
- 6%** Not sure

Source: National Public Opinion Poll, October 2011. JZ Analytics for Research!America

Americans Think R&D is Important to State Economies

How important do you think research and development is to your state’s economy?

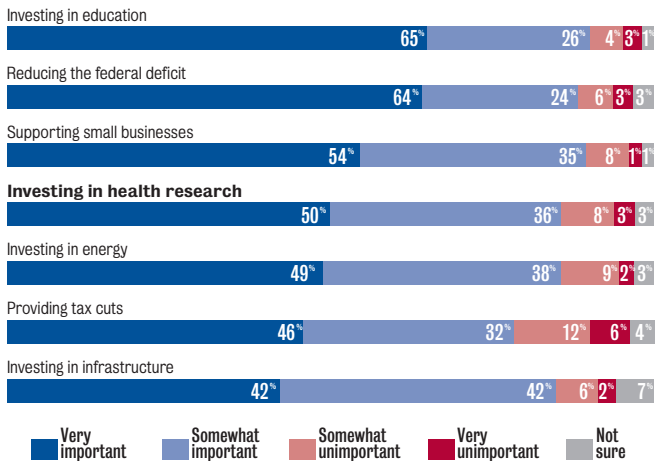


- 41%** Very important
- 50%** Somewhat important
- 8%** Not too important
- 1%** Not at all important

Source: National Poll, March 2011. Charlton Research Company for Research!America

Investing in Health Research Important to Job Creation, Recovery

How important is each of the following areas of concern to job creation and economic recovery?



Source: National Public Opinion Poll, October 2011. JZ Analytics for Research!America

“We have seen many examples ... of federal research initiatives and government support enabling the emergence of new technologies in areas that include agriculture, chemicals, health care and information technology ... However it is channeled, government support for innovation and R&D will be more effective if it is thought of as a long-run investment.”

Ben Bernanke CHAIRMAN, THE FEDERAL RESERVE

Investing in Research

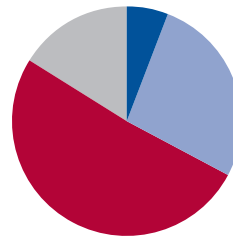
“Only the federal government can afford the large-scale basic science that has often led to breakthrough innovations, like the semiconductor, the Internet and many new drugs. Yet federal spending on basic research, as a share of the economy, has fallen 5 percent in the last five years. Talk about a self-defeating cut.”

David Leonhardt

WASHINGTON BUREAU CHIEF, *THE NEW YORK TIMES*

Bigger Slice of Health Dollar Should Go Toward Research

In 2010, the U.S. spent five and a half cents of each health dollar on research to prevent, cure and treat disease and disability. Do you think that this is too much, the right amount or not enough?

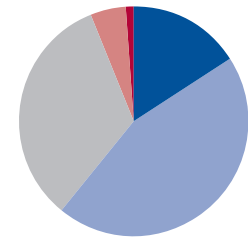


6% Too much
27% The right amount
51% Not enough
16% Not sure

Source: National Public Opinion Poll, October 2011, JZ Analytics for Research!America

Accelerating Investment in Health Research is a High Priority

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



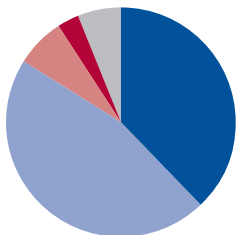
16% Top priority
45% High priority
33% Somewhat of a priority
5% Low priority
1% Not a priority at all

Source: National Poll, March 2011. Charlton Research Company for Research!America

new question

Many Americans Say Investment in Regulatory Science is Important

Regulatory science is a field that develops new tools, standards and approaches to assess the safety, effectiveness, quality and performance of all FDA-regulated products. How important would you say it is that the U.S. invest in advancing regulatory science to make the drug and device development process more efficient for businesses and safer for patients?

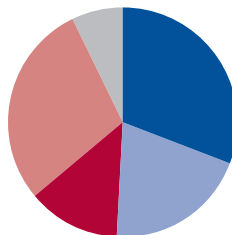


- 38%** Very important
- 46%** Somewhat important
- 7%** Not too important
- 3%** Not at all important
- 6%** Don't know

Source: National Poll, March 2011. Charlton Research Company for Research!America

Opinions Mixed on Amount of Time for FDA Approval

Would you say that the average amount of time it takes for the FDA to approve a drug, biological product or medical device 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?

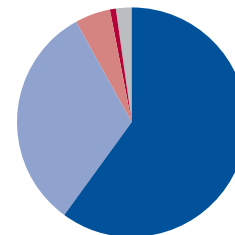


- 31%** Too much
- 20%** About right
- 13%** Not enough
- 29%** Don't know enough to have an opinion
- 7%** Not sure

Source: National Public Opinion Poll, October 2011. JZ Analytics for Research!America

Majority Say Health Care Research is Important

How important is it that our nation support research that focuses on how well the health care system is functioning?



- 60%** Very important
- 32%** Somewhat important
- 5%** Not too important
- 1%** Not at all important
- 2%** Don't know

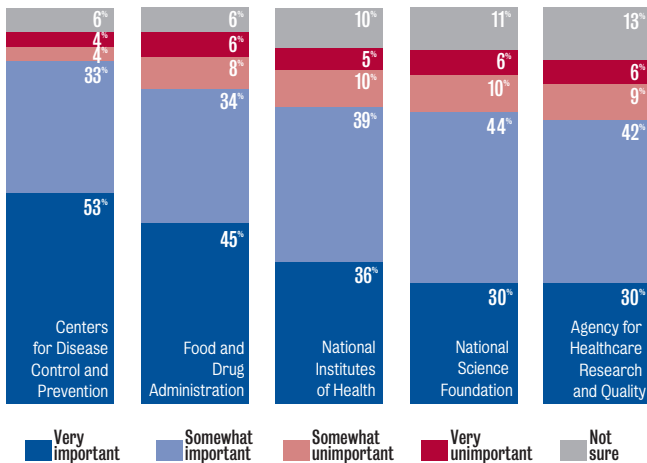
Source: National Public Opinion Poll, October 2011. JZ Analytics for Research!America

“Without question we face formidable competition overseas, especially from Europe and China, where significant investments are being made in regulatory science. But the FDA remains the regulatory gold standard throughout the world.”

Margaret Hamburg, MD COMMISSIONER, FOOD AND DRUG ADMINISTRATION

Important to Increase Funding for Federal Health Research Agencies

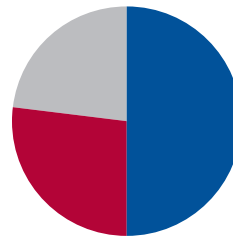
The following federal agencies play a role in improving the health of Americans through research and innovation. How important is it to increase funding for ...



Source: National Public Opinion Poll, October 2011. JZ Analytics for Research!America

Half of Americans Willing to Pay Tax for Research

Would you be willing to pay \$1 per week more in taxes if you were certain that all of the money would be spent for additional medical research?



50% Yes
27% No
23% Not sure

Source: National Public Opinion Poll, October 2011. JZ Analytics for Research!America

Research in the Public and Private Sector

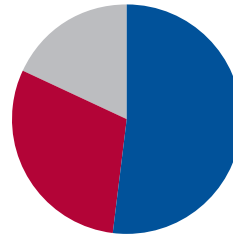
“I believe that every dollar we spend in biomedical research through NIH, through the states and through private organizations, we get a ten-fold return — and probably more than that. It’s the beginning. It’s the catalyst for much more.”

Sen. Richard Shelby (R-AL)

new question

Americans Say Government Should Play a Role in Prevention Research

Our nation’s health care costs attributable to smoking and obesity are estimated at \$243 billion. One of the key aims of prevention research is to help Americans make behavioral changes that can help them overcome these and other hazardous and costly health threats. Do you believe the government should play a role in prevention research?



52% Yes

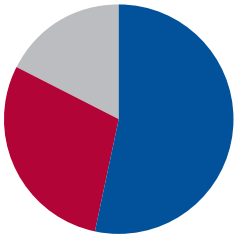
30% No

18% Not sure

Source: National Public Opinion Poll, October 2011. JZ Analytics for Research!America

Many Americans Support Incentives for Companies Doing Research

Do you support or oppose tax and regulatory incentives for industries investing in and conducting research and development to improve health?



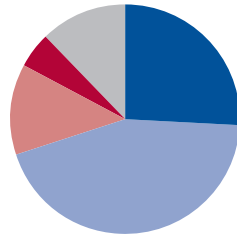
55% Support
15% Oppose
30% Don't know

Source: National Poll, March 2011. Charlton Research Company for Research!America

new question

Important to Make R&D Tax Credit Permanent

Since 1981, the federal government has offered a tax credit to businesses pursuing research and development activities. This credit is not permanent, however, and has only lasted through successive extensions. How important is it that the federal research and development tax credit is made permanent?



26% Very important
44% Somewhat important
13% Not too important
5% Not at all important
12% Don't know

Source: National Poll, March 2011. Charlton Research Company for Research!America

“We believe NIH should be funded at a level commensurate with the tremendous potential and importance of basic research. Government-supported basic research is one key to how we collectively progress in discovering novel compounds for addressing patients’ unmet medical needs.”

John Castellani PRESIDENT AND CEO, PHRMA

Getting the Job Done for Patients

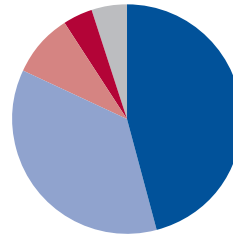
“I am lucky to be alive. Like tens of millions of Americans, I received a second chance because of medical research. Other Americans deserve that same second chance at health and happiness. We need to make our voices for supporting medical research heard in Washington, so that, together, we will help ensure a better, healthier future for all Americans and all Virginians.”

Michael Moskowitz

OP-ED IN THE *RICHMOND (VIRGINIA) TIMES-DISPATCH*

Very Important to Eliminate Health Disparities

Certain health problems such as diabetes, heart disease and infant mortality happen more often among minorities or citizens with lower incomes. How important do you feel it is to conduct medical or health research to understand and eliminate these differences?



46% Very important

36% Somewhat important

9% Somewhat unimportant

4% Very unimportant

5% Not sure

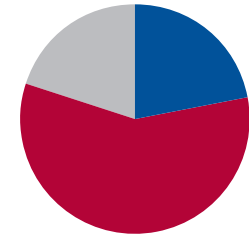
Source: *Your Candidates-Your Health* Public Opinion Poll, October 2011. JZ Analytics for Research!America

trend change

Significant decrease in percent saying “yes” since 2008.

Medical Research is Not Making Enough Progress, Americans Say

Do you believe that we are making enough progress in medical research in the U.S.?



22% Yes

58% No

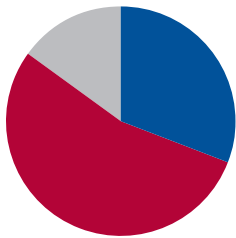
20% Not sure

Source: National Public Opinion Poll, October 2011. JZ Analytics for Research!America

new question

Majority of Americans Say U.S. Doesn't Have Best Health Care

Do you believe the United States has the best health care system in the world?



31% Yes
54% No
15% Not sure

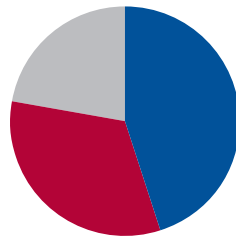
Source: National Public Opinion Poll, October 2011. JZ Analytics for Research!America

trend change

Significant decrease in 'yes' since 2008.

Opinions Split on Whether Care is Based on Most Recent Research

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

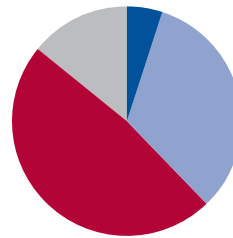


45% Yes
33% No
22% Not sure

Source: National Public Opinion Poll, October 2011. JZ Analytics for Research!America

Americans: More Investment Needed for Military Veterans

Would you say government investment in health research for the benefit of military veterans and service members is ...

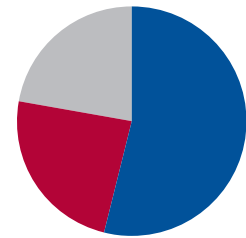


5% Too much
33% About right
48% Not enough
14% Not sure

Source: National Public Opinion Poll, October 2011. JZ Analytics for Research!America

Research is Part of the Solution to Rising Health Care Costs

When it comes to rising health care costs, would you say research to improve health is part of the problem or part of the solution?



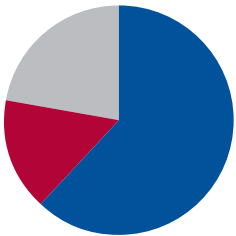
54% Part of the solution
24% Part of the problem
22% Not sure

Source: National Public Opinion Poll, October 2011. JZ Analytics for Research!America

new question

CER Should Identify Most Effective Treatments Regardless of Cost

Comparative effectiveness research (CER) is meant to compare ways to prevent, diagnose, treat and monitor health conditions in order to match the right treatment to the right patient at the right time. Which is closest to your own view?



62% Comparative effectiveness research should be used to inform patients and doctors about the most effective treatments, regardless of cost.

16% Comparative effectiveness research should be used to limit health care to the most affordable treatments.

22% No opinion

Source: National Poll, March 2011. Charlton Research Company for Research!America

“Congressional conservatives can demonstrate that skill by defending research spending that sustains collaboration among complex institutions — corporations’ research entities and research universities. Research, including in the biological sciences, that yields epoch-making advances requires time horizons that often are impossible for businesses, with their inescapable attention to quarterly results.”

George Will SYNDICATED COLUMNIST, JOURNALIST & AUTHOR

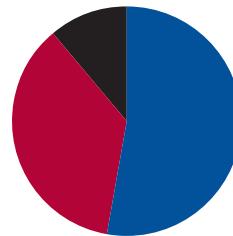
Why Science Matters

“Without the research of the past two or three decades, we wouldn’t have many of the treatments and cures that we benefit from today.”

Sen. Tom Harkin (D-IA)

Scientists Should Have Most Influence over Research Funding

Which one of the following do you feel should have the most influence on how government funds for research to improve health are spent?



53% Scientists who conduct research to improve health

36% Patients with various diseases and their families

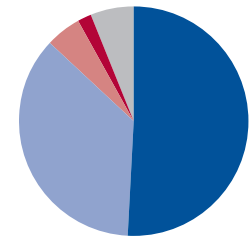
11% Elected officials

Source: National Poll, March 2011. Charlton Research Company for Research!America

new question

Important for Elected Officials to Listen to Health Professionals

In thinking about threats to your health, how important is it that elected officials at all levels listen to advice from scientists and public health professionals?



51% Very important

36% Somewhat important

5% Somewhat unimportant

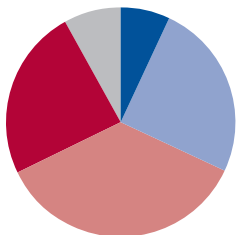
2% Very unimportant

6% Not sure

Source: National Public Opinion Poll, October 2011. JZ Analytics for Research!America

Most Don't Know Their Elected Officials' Positions on Research

How well informed would you say you are about the positions of your senators and representative when it comes to their support of medical, health and scientific research?



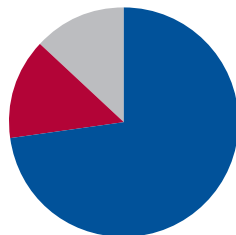
7% Very well informed
 25% Somewhat well informed
 36% Somewhat uninformed
 24% Very uninformed
 8% Not sure

Source: National Public Opinion Poll, October 2011. JZ Analytics for Research!America

new question

Government Should Emphasize STEM Careers for Young Americans

Do you believe the federal government should place more emphasis on increasing the number of young Americans who pursue careers in science, technology, engineering and mathematics?



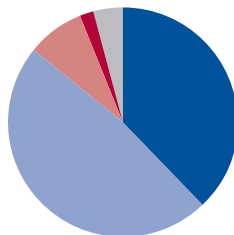
73% Yes
 14% No
 13% Not sure

Source: National Public Opinion Poll, October 2011. JZ Analytics for Research!America

new question

Advances in Science Have Been Beneficial, Americans Say

Do you agree or disagree with the following statement? "Overall, advances in science have benefited society and have helped make life easier for most people."

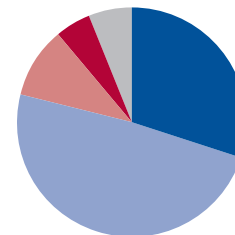


38% Strongly agree
 48% Somewhat agree
 8% Somewhat disagree
 2% Strongly disagree
 4% Not sure

Source: National Public Opinion Poll, October 2011. JZ Analytics for Research!America

Most Agree that Basic Research is Necessary

Do you agree or disagree with the following statement? "Even if it brings no immediate benefits, basic scientific research that advances the frontiers of knowledge is necessary and should be supported by the federal government."



30% Strongly agree
 49% Somewhat agree
 10% Somewhat disagree
 5% Strongly disagree
 6% Not sure

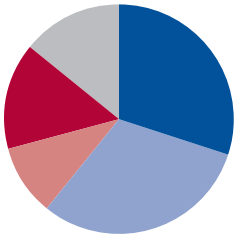
Source: National Public Opinion Poll, October 2011. JZ Analytics for Research!America

"I don't think there's any question, we ought to put a priority on research in this country. Washington does a lot of things that perhaps we ought to re-examine and say it ought not be doing anymore, but one thing that I think the country expects is leadership in research because it has a huge leverage effect in our quality of life in what we can do in productivity."

Rep. Eric Cantor (R-VA)

Americans Support Increased Federal Funding for ESCR

Do you favor or oppose expanding federal funding for research using embryonic stem cells?

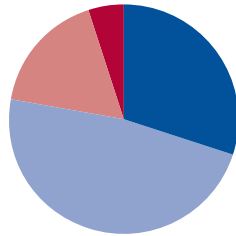


- 30%** Strongly favor
- 31%** Somewhat favor
- 10%** Somewhat oppose
- 15%** Strongly oppose
- 14%** Not sure

Source: National Public Opinion Poll, October 2011. JZ Analytics for Research!America

Americans Say U.S. Global Health R&D is Important

How important would you say it is that the U.S. work to improve health globally through research and development?

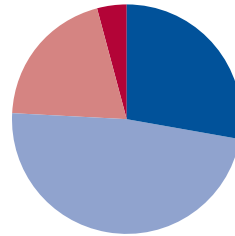


- 30%** Very important
- 48%** Somewhat important
- 17%** Not too important
- 5%** Not at all important

Source: National Poll, March 2011. Charlton Research Company for Research!America

Americans Think Global Health R&D is Important to U.S. Economy

How important do you think global health research and development is to the U.S. economy?



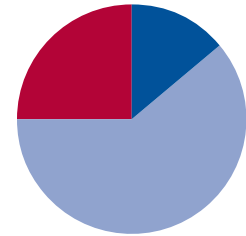
- 28%** Very important
- 48%** Somewhat important
- 20%** Not too important
- 4%** Not at all important

Source: National Poll, March 2011. Charlton Research Company for Research!America

new question

Most Americans Trust Scientific Community Same Amount Today

Compared to five years ago, would you say you trust the scientific community more, less, or about the same amount?



- 14%** More
- 61%** Same amount
- 25%** Less

Source: National Poll, March 2011. Charlton Research Company for Research!America

A Snapshot of State Polling Data

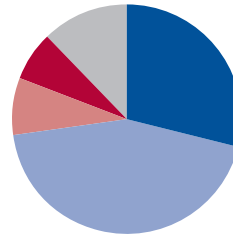
“As medical research improves the human condition, it also strengthens Ohio’s economy through the startup of new companies and by attracting businesses from other regions and countries, creating new jobs and growing Ohio’s work force. Ohio universities, companies and hospitals are working together to highlight medical breakthroughs and job creation, thereby elevating Ohio’s recognition as a top-tier state for medical research and development.”

Roderick McDavis, PhD

PRESIDENT, OHIO UNIVERSITY

Ohioans Say Congress Should Support Policies that Encourage Research

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

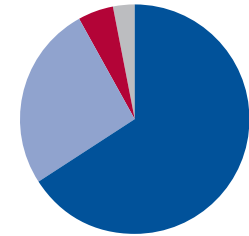


29% Strongly agree
44% Somewhat agree
8% Somewhat disagree
7% Strongly disagree
12% Not sure

Source: Ohio Public Opinion Poll, April 2011.
 IBOPE Zogby International for Research!America

Most Marylanders Want to See More Science & Research in Media

Would you like to see more, less or about the same amount of information about science and research in the media?

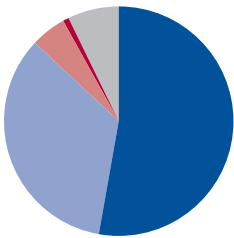


66% More
26% Same amount
5% Less
3% Don't know

Source: Maryland Public Opinion Poll, April 2011.
 Charlton Research Company for Research!America

Florida Should Encourage Young People to Pursue Science Careers

How much of a priority do you think it is for Florida to encourage young people to pursue careers that require a solid education in science?

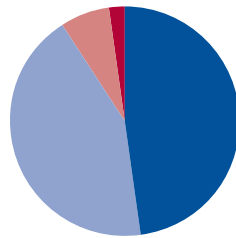


- 53%** Strongly important
- 34%** Somewhat important
- 5%** Somewhat unimportant
- 1%** Strongly unimportant
- 7%** Not sure

Source: Florida Public Opinion Poll, September 2011. JZ Analytics for Research!America

Georgians Think Civilians Benefit from Military Health Research

How much do you think American civilians benefit from health research conducted by the U.S. military?

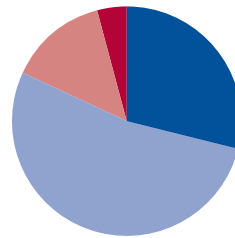


- 40%** A great deal
- 48%** Some
- 11%** Not much
- 1%** No benefit

Source: Georgia Global Health Survey, May 2011. Charlton Research Company for Research!America

Most Illinoisans Agree Americans Better Off if U.S. Invests in Global Health Research

Do you agree or disagree that Americans will be better off if the U.S. government invests in research designed to improve health around the world?

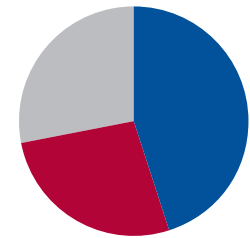


- 29%** Strongly agree
- 53%** Somewhat agree
- 14%** Somewhat disagree
- 4%** Strongly disagree

Source: Illinois Global Health Survey, November 2010. Charlton Research Company for Research!America

Many Californians Think Global Health Research Creates Jobs

Do you think global health research creates jobs in California?



- 45%** Yes
- 27%** No
- 28%** Don't know/Refused

Source: California Global Health Survey, July 2011. Charlton Research Company for Research!America

Research!America began commissioning polls in 1992 in an effort to understand public support for medical, health and scientific research. The results of Research!America's polls have proven invaluable to our alliance of member organizations and, in turn, to the fulfillment of our mission to make research to improve health a higher national priority. In response to growing usage and demand, Research!America has expanded its portfolio, which includes state, national and issue-specific polling. Poll data is available by request or at www.researchamerica.org.

Survey Methodology

Online polls are conducted with a sample size of 600-1,200 adults (age 18+) and a maximum theoretical sampling error of +/- 4.1%. Data are demographically representative of adult U.S. residents or of the states in which the polls were conducted. Polling in this publication was conducted by Charlton Research Company, JZ Analytics and IBOPE Zogby.



Nineteen years of Research!America polling shows that Americans place a high value on our leadership and investment in medical, health and scientific research. Yet in an October 2011 poll, few Americans said they were very well informed about their senators' and representatives' positions on research.

Research!America's award-winning initiative, **Your Candidates – Your Health**, is a voter education initiative focused on research to improve health. The National Alliance for Hispanic Health provides Spanish language content for the initiative's website, www.yourcandidatesyourhealth.org. Through the election season, **Your Candidates – Your Health** is asking candidates for Congress and the presidency to let Americans know where they stand on research for health.



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