

# AMERICA SPEAKS

*listen*

# RESEARCH TO IMPROVE HEALTH SHOULD BE A HIGHER NATIONAL PRIORITY.

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A MESSAGE FROM RESEARCH!AMERICA'S LEADERSHIP

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Health care spending in the U.S. is projected to top \$4 trillion and comprise 20% of gross domestic product in the next decade. And Americans consistently say that health is their number one issue on the home front. When asked to rate cost reduction strategies, 78% of Americans choose research to prevent and cure disease and disability as the best strategy to reduce health care costs.

Not only do Americans want more spent on research, they are willing to pay for it. Two-thirds (67%) are willing to pay \$1 more each week in taxes for research to improve health. In the *Your Candidates-Your Health* survey conducted prior to the 2006 Congressional election, 83% of Americans said they would be more likely to vote for a candidate who supported increased funding for research.

Since 1992, Research!America has listened to and reported on Americans' views on these and other research-related topics. Although they differ on many topics, Americans agree on the value and necessity of investing in research that drives our economy and improves our health. That investment has never been more important as the specter of rising health care costs looms large.

Americans also believe that our image globally would be vastly improved by investing in research that benefits those less fortunate. Seven in ten Americans say addressing health problems around the world improves the way other nations see us.

We greatly appreciate the ongoing support of the United Health Foundation, which for eight years has allowed us to produce and distribute *America Speaks*.



**Hon. John Edward Porter**  
Chair, Research!America



**Mary Woolley**  
President, Research!America

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Research!America  
Board of Directors



LOOK FOR NEW  
QUESTIONS, TREND  
CHANGES AND NEW  
CATEGORIES.

# Leadership and Competitiveness

*“In short, whether we are addressing the creation of jobs, the provision of homeland security, the supplying of energy, the delivery of health care, or almost any other important challenge confronting our society, much of the solution will have to be found through American preeminence in science and technology.”*

Norman R. Augustine

**CHAIR**

Committee on Prospering in the Global Economy of the 21st Century

**RETIRED CHAIRMAN & CEO**

Lockheed Martin Corporation

*“We must reaffirm our national belief in the transformative power of knowledge. To do so, we should rededicate ourselves to both transmitting existing knowledge to the next generation through the world's best educational system and continuing to lead the world in the discovery of new knowledge by aggressively funding research and development in all areas of science and technology.”*

William Brody, MD, PhD

**PRESIDENT**

The Johns Hopkins University

## U.S. Should Be Global Leader in Scientific Research

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



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## U.S. Competitive Edge in Innovation

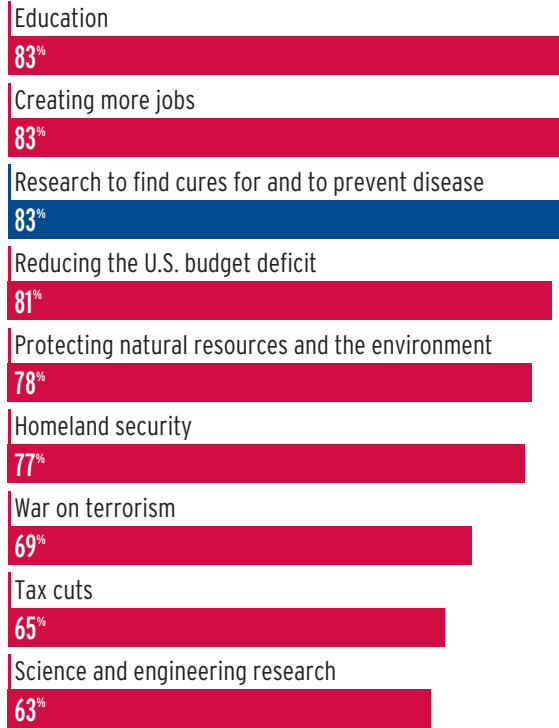
**\* NEW QUESTION** Do you agree or disagree with this statement: The U.S. is losing its global competitive edge in innovation.



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## Likelihood to Vote for Candidate

Please tell me if you would be more likely or less likely to vote for a candidate for a public office if he or she supported increased funding for the following? (% saying “more likely”)



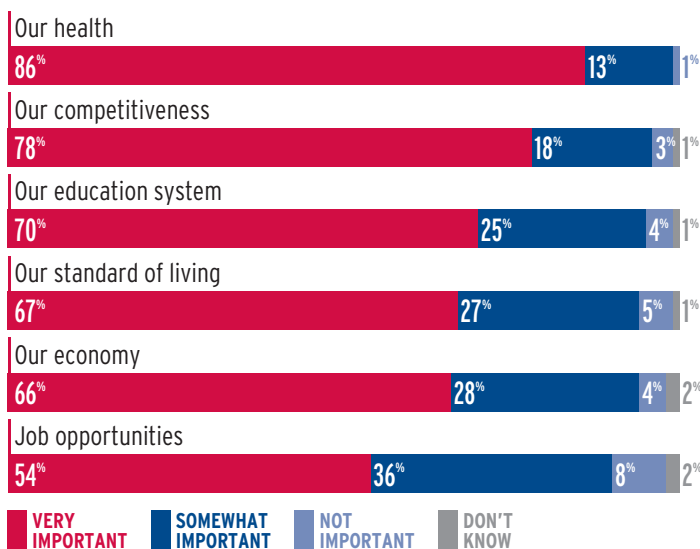
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## Science Important to U.S. Health and Competitiveness



NEW QUESTION

How important is the role science plays in...



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**“The whole foundation of American culture and economy is based on the concept of discovery and innovation. When you look at what has made America a superpower, it’s our innovation and our technology. We have to look at where the new ideas are going to come from that are going to generate the new products for the 21st century.”**

**Senator Barbara Mikulski**

**CHAIR**

Appropriations Subcommittee on Commerce,  
Justice, Science and Related Agencies

# Investment and Economic Impact

**“Research!America’s polls reiterate the strong public support for medical and health research. Such data help Congress justify continued investment in research.”**

Senator Tom Harkin

**CHAIR**

Appropriations Subcommittee on Labor, Health and Human Services,  
Education and Related Agencies

**“The conclusion is clearly and unequivocally that medical research is worth the cost.”**

David Cutler, PhD

**PROFESSOR OF ECONOMICS**

Harvard University

**“Our investment in understanding disease and disability returns dividends in longer, healthier lives. We must continue to make major inroads in fighting humanity’s most enduring illnesses and work to confront emerging threats.”**

Elias Zerhouni, MD

**DIRECTOR**

National Institutes of Health

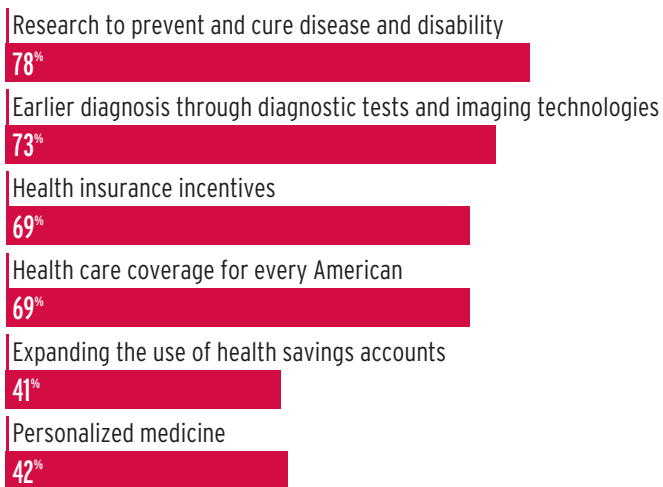


## Research is Best Health Care Cost Reduction Strategy



How important do you think each of the following is in reducing our nation's health care costs?

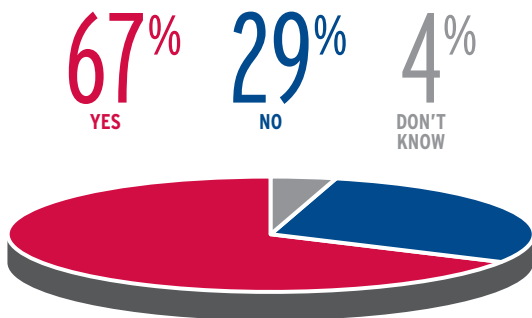
(% saying "very important")



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## Americans Willing to Pay for Research to Improve Health

Would you be willing to pay \$1 per week more in taxes if you were certain that all the money would be dedicated to research to improve health, or not?



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## Research Important to U.S. Economy



POSITIVE  
TREND

“VERY IMPORTANT” RESPONSES  
INCREASED SIGNIFICANTLY SINCE 2005

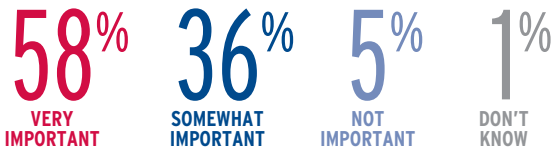
How important do you think scientific research is to the U.S. economy?



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## Investment in Research Important for Job Creation and Higher Incomes

In terms of job creation and higher incomes, how important do you think it is to invest in scientific research?



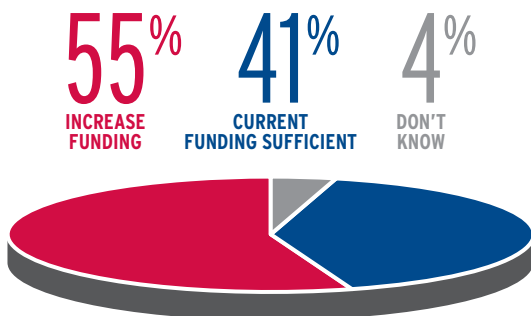
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## Americans Want Increased Funding

The National Institutes of Health (NIH) is the agency that funds most of the medical research paid for by U.S. taxpayers. Which of the following statements comes closer to your opinion about U.S. investment in medical and health research at the NIH?

**Some people say:** Current U.S. funding for medical and health research is sufficient and other budget items are higher priorities now.

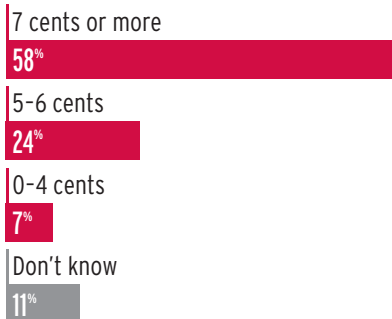
**Other people say:** Increasing U.S. funding for medical and health research *now* is essential to our future health and economic prosperity.



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## Americans Want More Spent on Medical and Health Research

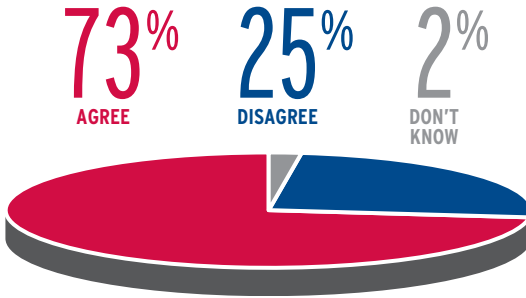
Currently, about 6 cents out of each health dollar spent in the U.S. goes for medical and health research. How many cents out of each health dollar do you think we **should** spend?



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## Strong Support for Science Education and Basic Research

**\* NEW QUESTION** The federal government should invest much more *now* in science education and basic scientific research.

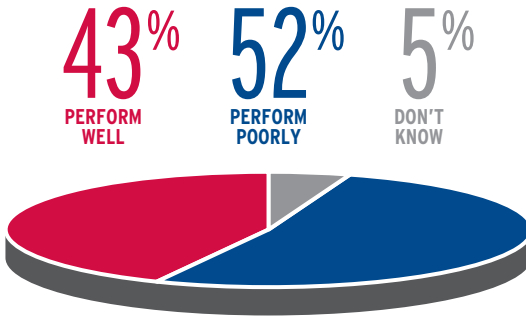


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## U.S. Performance in Science and Math Education Lacking

**\* TREND CHANGE** "PERFORM WELL" RESPONSES DECREASED SIGNIFICANTLY AND "PERFORM POORLY" RESPONSES INCREASED SIGNIFICANTLY SINCE 2005

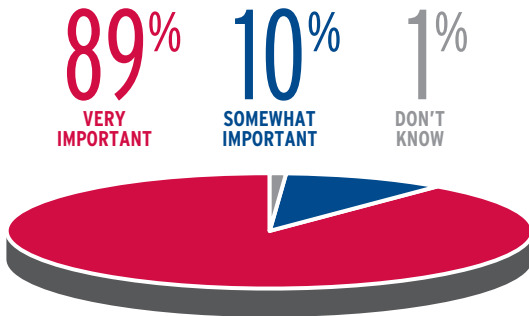
Do you think the U.S. is performing well or performing poorly compared to other nations in terms of science and math education?



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## Very Important for U.S. to Educate and Train Researchers

How important is it for the U.S. to educate and train individuals qualified to conduct medical, health, and scientific research?

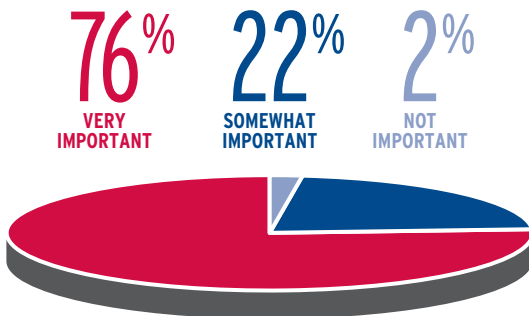


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## Expanding Research Career Opportunities Important for Young Americans



How important is it for the U.S. to create more opportunities for careers in science and research for its young people?



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# Better Health Through Research

*“Research!America’s polling tells us that Americans want their health care services to be based on the best and most recent research available. That is AHRQ’s mission, to ensure research is translated into practice so it can improve people’s lives.”*

Carolyn M. Clancy, MD

**DIRECTOR**

Agency for Healthcare Research and Quality

*“America spends more on health care per capita than any other nation, yet Americans’ health status does not reflect that. Improving the health of our citizens should be a priority for our nation. Far too many Americans suffer from diseases and disorders that we do not fully understand or know how to treat. I believe that medical research can lead to more accurate diagnoses of conditions in their early stages, and help scientists learn how to prevent their onset and develop effective treatments and cures.”*

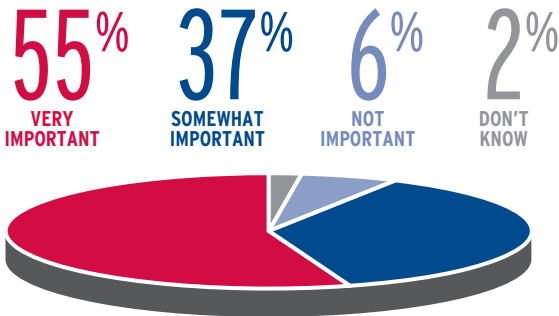
Senator Ben Cardin

**MEMBER**

Senate Budget Committee

## U.S. Investment in Health Services Research Is Very Important

A type of research called health services research seeks to translate discoveries from research into medical practice. How important do you think it is for the United States to invest in health services research?

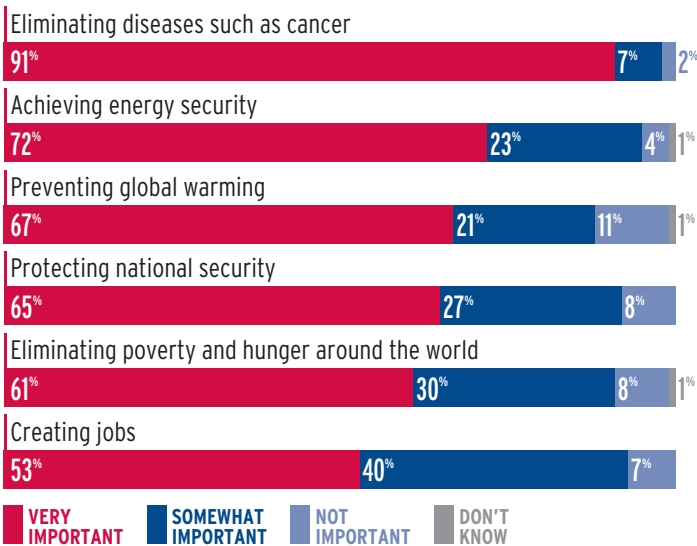


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## Scientific Research Critical to Eliminating Diseases



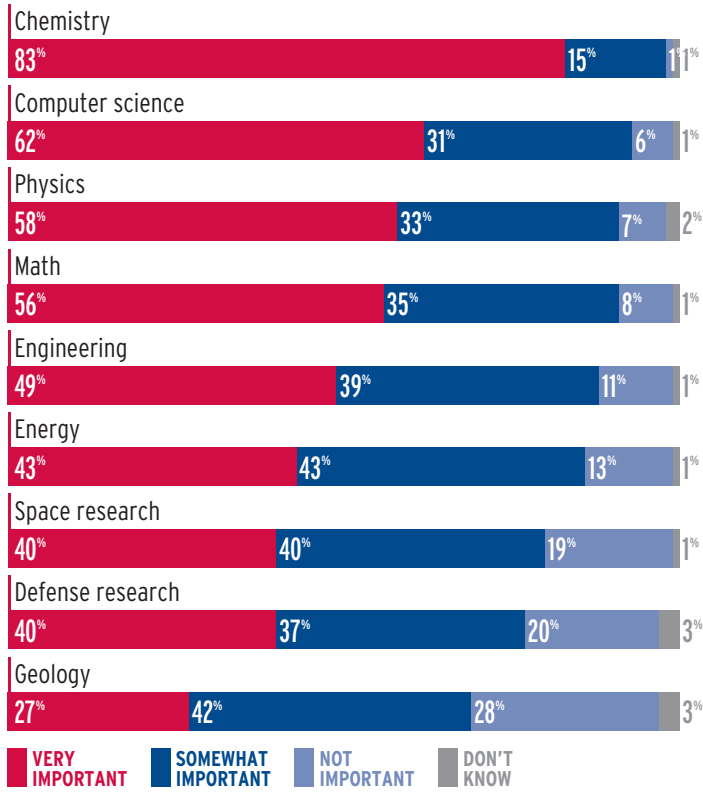
How important do you think scientific research is in addressing each of the following areas?



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## Medical Progress Affected by Many Fields of Science

**NEW QUESTION** Medical progress is influenced by research in various fields. To what degree do you think the following fields affect medical advances?

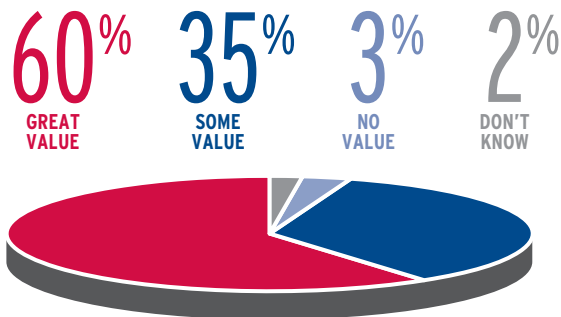


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## Clinical Research is Valuable

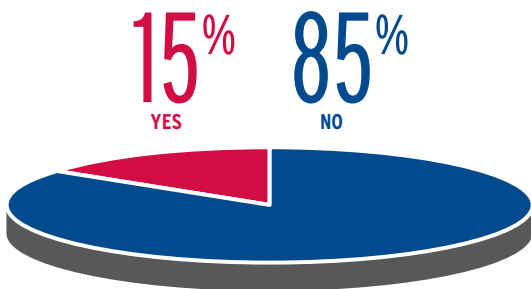
How do you perceive the value of clinical research?  
 (In clinical research, volunteers choose to participate to test the effectiveness of certain treatments, drugs or devices in improving the care of patients and understanding and preventing disease.)



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## Few Participate in Clinical Research

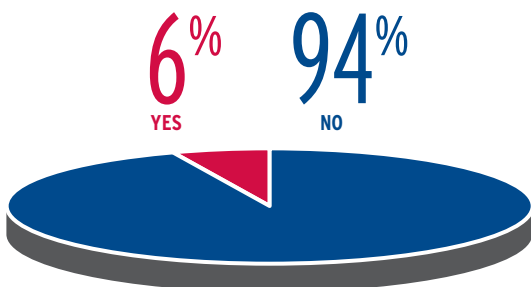
Have you ever participated in a clinical research study?



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## Few Doctors Suggest Participation

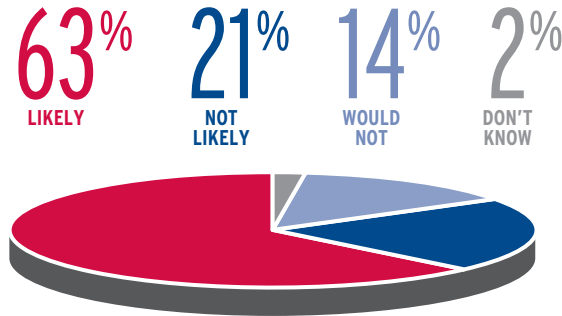
Has your doctor ever suggested that you participate in a clinical research study?



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## Majority of Americans Would Participate in Clinical Research

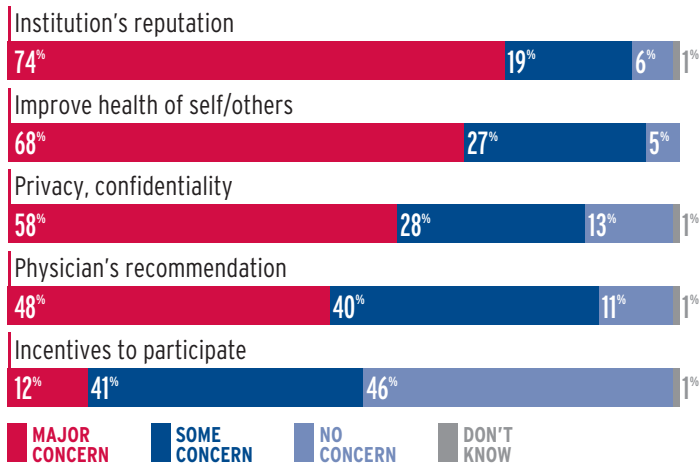
How likely would you be to participate in a clinical research study?



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## Factors Affecting Participation in Clinical Research

How important would each of the following factors be in your decision to participate as a volunteer in a clinical research study?



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# Global Health Research

*“Increasing our investment in global health research is the smart thing to do for America and the right thing to do for the world.”*

The Honorable Paul G. Rogers

**CHAIR EMERITUS**  
Research!America

*“It’s shocking how little research is directed toward the diseases of the world’s poorest countries. By harnessing the world’s capacity for scientific innovation, I believe we can transform health in the developing world and save millions of lives.”*

Bill Gates

**CO-CHAIR**  
The Bill & Melinda Gates Foundation

*“This is a time not for despair but for a global commitment to make the most of our scientific knowledge to address the problems of our age... The problems may seem insurmountable, but they are not. We have the tools; we have brilliant, dedicated people to find answers. All we need is a sense of sharing and the will to change.”*

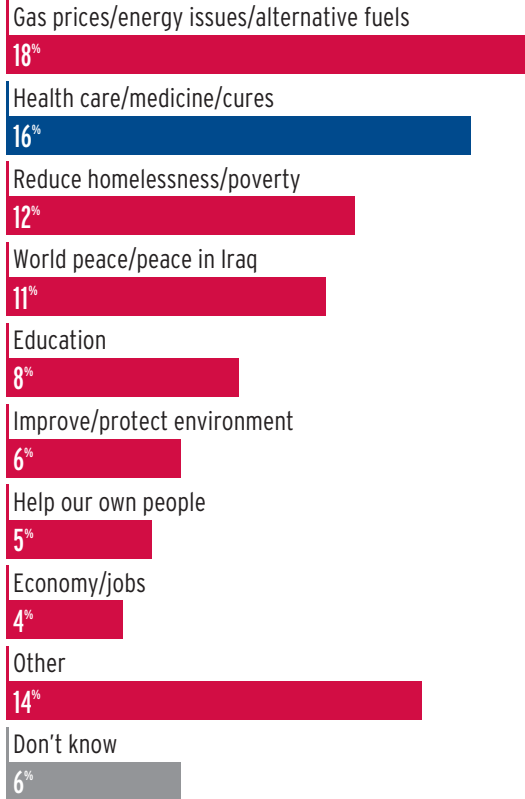
Jimmy Carter

**39TH PRESIDENT OF THE UNITED STATES**

## Investing in Health Can Change the World



If the U.S. decided to invest in one thing to really make a difference in the world, what do you think that one thing should be?

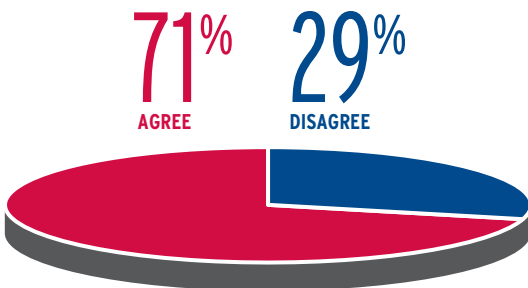


ATTITUDES: GLOBAL HEALTH RESEARCH  
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## Addressing Global Health Improves U.S. Image



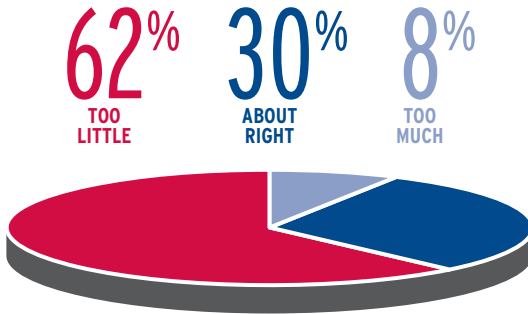
Do you agree or disagree with this statement:  
When the U.S. government works to address health problems globally, it improves our diplomatic relations and the way other nations see us.



ATTITUDES: GLOBAL HEALTH RESEARCH  
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## Most Americans Think the U.S. Spends Too Little on Health Research

Currently, the U.S. spends much less than one penny of every dollar on research to improve health around the world. Would you say this amount is...

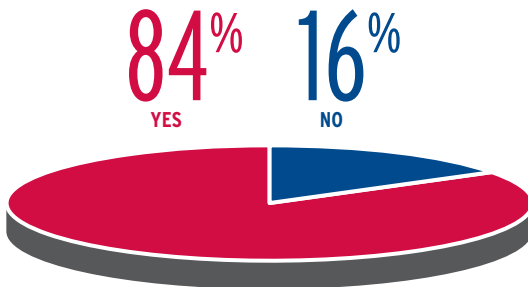


ATTITUDES: GLOBAL HEALTH RESEARCH  
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## Americans Willing to Pay for Global Health Research



Would you still agree that the United States government spends too little on research designed to improve health around the world if you were told it would mean slightly higher taxes or less money available for other spending priorities? (Only includes those who responded "too little")



ATTITUDES: GLOBAL HEALTH RESEARCH  
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# The Research Enterprise

*“American innovation has been the hallmark of our economic global leadership over the last half century, but we will not continue to lead the world if we do not heed the warnings from leaders in business, science and academics about diminished investments in our nation’s intellectual and technological infrastructure.”*

Representative Anna Eshoo

**MEMBER**

House Energy and Commerce Committee

*“Funding for medical and health research allows for the development of new technologies for the improved health and welfare of all Americans. The application of new technologies contributes to our economy through employment and an active global market for the resulting products.”*

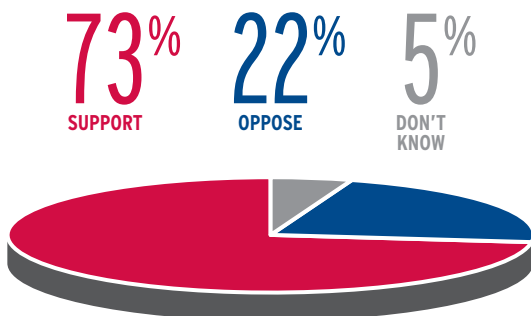
Representative Rush Holt

**CHAIR**

Select Intelligence Oversight Panel

## Industry Should be Encouraged to Conduct More Research

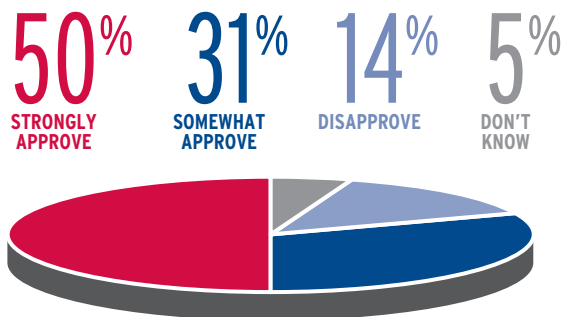
Do you support or oppose tax and regulatory incentives for industry conducting research and development to improve health?



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## States Should Provide Financial Incentives to Attract Research

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 approve or disapprove of these financial incentives?



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## Industry Important to Economy



How important do you think the biotech and pharmaceutical industries are to the U.S. economy?



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## Solid Science Important for Health Care

How important do you think it is that we invest in more research to assure that there is a solid scientific base for health care?



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# Prevention and Longevity

*“Through Research!America polls, Americans express their support for prevention and public health research. Research is a core function of CDC’s mission and is central to protecting the health and safety of our nation.”*

Julie L. Gerberding, MD, MPH

**DIRECTOR**

Centers for Disease Control and Prevention

*“And even as more Americans are living longer and better lives than ever before, we still have a ways to go. The future holds the potential for even more valuable breakthroughs and our ability to use these technologies. New sciences like genomics and better information technology hold the promise of truly personalized medicine – health care that is truly effective in preventing the complications of diseases and even preventing illnesses in the first place.”*

Mark McClellan, MD, PhD

**FORMER ADMINISTRATOR**

Centers for Medicare and Medicaid

**FORMER COMMISSIONER**

Food and Drug Administration

## Health is #1 Concern

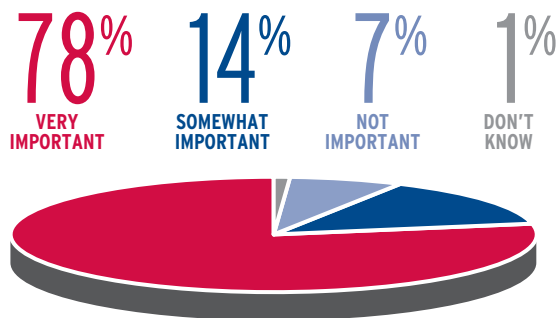
Thinking about the prospect of living to a very old age, what one thing would you worry about most?



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## Health Care for All Americans is Very Important

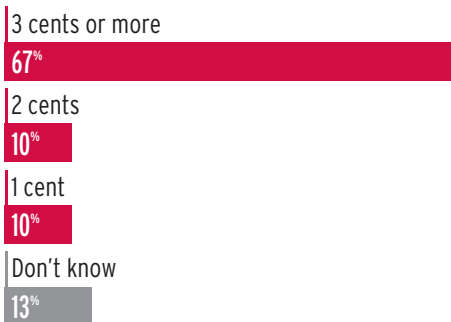
In terms of national priorities, how important is providing health care coverage for all Americans?



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## Americans Want More Spent on Public Health Research

Currently, the U.S. spends about one cent of every health care dollar on prevention and public health research. How many cents of each health dollar do you think we **should** spend?



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## Investment in Research Important to CDC's Mission

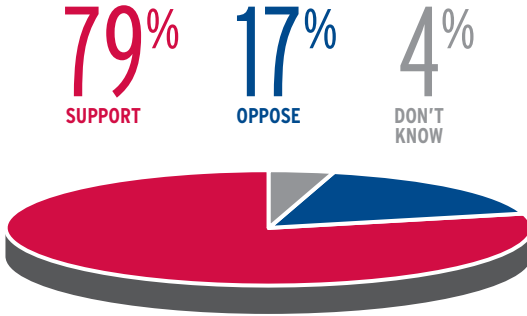
The Centers for Disease Control and Prevention or CDC is the federal agency charged with protecting the health and safety of people in the U.S. and abroad. The CDC's mission is to **promote health and quality of life by preventing and controlling disease, injury, and disability**. How important is it for the U.S. government to invest in research that helps the CDC to fulfill its mission?



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## Strong Support for State and Local Health Department Funding

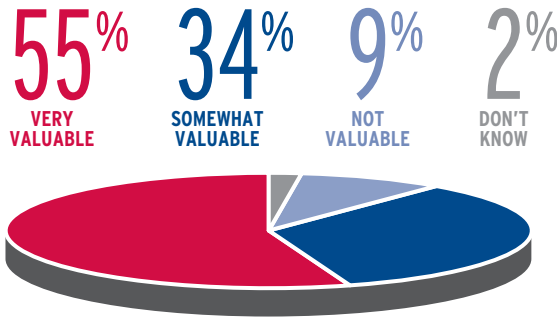
Do you support or oppose increasing federal funding for state and local health departments across the country that are expected to prepare for and respond to threats to our health?



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## Research to Predict Disease Very Valuable

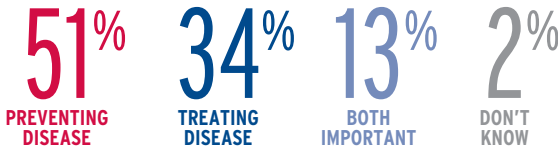
**NEW QUESTION** How valuable is it for the U.S. to invest in medical and health research that allows us to predict a person's chance of developing a disease?



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## Americans See Value in Preventing Disease

Which do you think is more valuable, research on how to prevent disease, or research on how to cure and treat disease?



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## Americans Want To Be Genetically Tested for Personalized Medicine

Would you want to be genetically tested to determine which medications might be most effective and safest for you?



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# Issues Impacting Research

“Public opinion poll data on health and the research that makes better health possible is of great interest to *PARADE*’s readers. We are delighted to join Research!America in bringing this timely and compelling information to millions of Americans.”

Lee Kravitz

**EDITOR IN CHIEF**  
*PARADE* Magazine

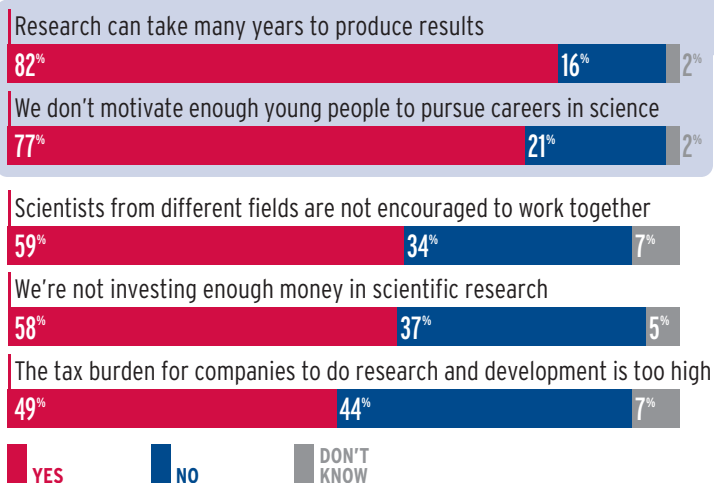
“I do worry that the U.S. is losing its global competitive edge in innovation, especially in the area of stem cell research, and we are starting to see the exodus of top researchers moving overseas where they have more freedom and support to conduct their research.”

Representative Mike Castle

**LEAD CO-SPONSOR**  
The Stem Cell Research Enhancement Act

## Barriers to Better Health

Some people believe research to improve health should be making more progress. For each of the following, please tell me if you feel this is a reason why we **are not making more progress**.

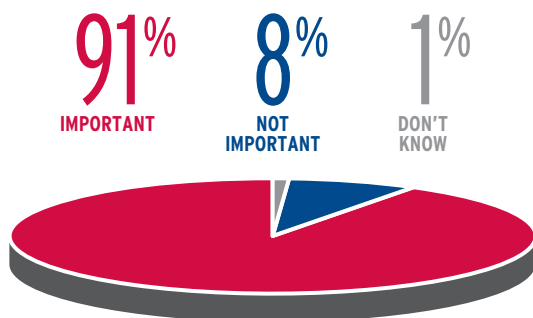


NEW CATEGORIES

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## Important to Eliminate Health Disparities

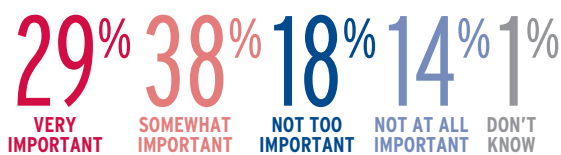
Studies show that certain health problems such as diabetes, heart disease and infant mortality happen more often among minorities or citizens with lower incomes. How important do you feel it is to conduct medical or health research to understand and eliminate these differences?



NATIONAL SURVEY, 2006  
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## Stem Cell Research: An Important 2006 Election Issue

**\* NEW QUESTION** How important will the issue of stem cell research be in determining how you vote in the November election?



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## Most Americans Opposed Veto of H.R. 810

**\* NEW QUESTION** Do you support or oppose the President's decision to veto the bill (H.R. 810) that would have allowed federally-funded scientists to use leftover embryos from in vitro fertilization clinics for medical research?

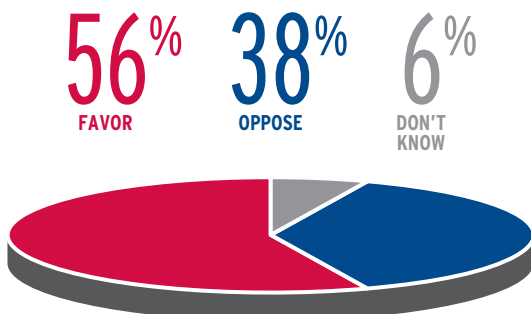


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## Majority of Americans Favor Federal Funding for ESCR

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

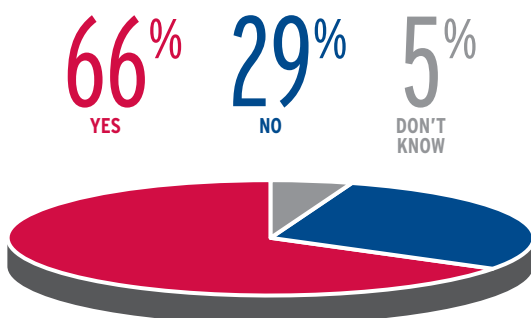


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## Americans Willing to Donate Genetic Material for Research



In order for scientists to study the differences that cause disease, they need to compare many individuals' genetic information. Would you be willing to donate genetic material such as a saliva or blood sample for this purpose?



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## Americans Think Congress Should Protect Genetic Information



NEW QUESTION

Some people say that a person's genetic information must be protected by federal law in order to prevent employers and health insurers from using that information to discriminate against individuals. Others say that the current health privacy laws are sufficient. Do you think Congress should pass a law to specifically protect a person's genetic information?

76%  
YES

20%  
NO

4%  
DON'T KNOW



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## Physical and Mental Health *Not* Treated With Equal Importance

Do you think that mental health and physical health are treated with equal importance in our current health care system?

66%  
PHYSICAL HEALTH  
MORE IMPORTANT

4%  
MENTAL HEALTH  
MORE IMPORTANT

24%  
BOTH  
IMPORTANT

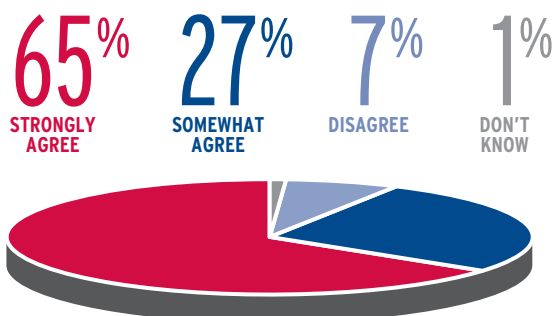
6%  
DON'T  
KNOW



TAKING OUR PULSE: THE PARADE/RESEARCH!AMERICA HEALTH POLL  
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## Mental Health Services Are Fundamental to Overall Health

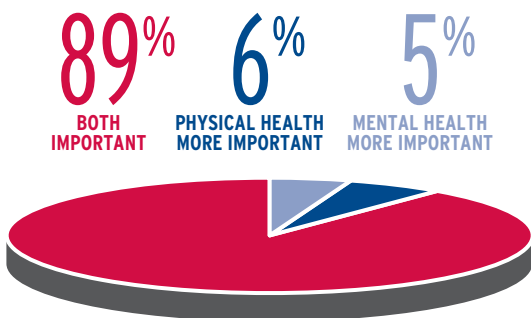
Do you agree or disagree that health services that address mental health, such as treatment for depression and suicide prevention, are fundamental to overall health and should be part of any basic health care plan?



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## Physical and Mental Health Are Equally Important to Americans

Considering your own health, do you think that mental health or physical health is more important or are they equally important?



TAKING OUR PULSE: THE PARADE/RESEARCH!AMERICA HEALTH POLL  
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**Research!America** began commissioning polls in 1992 in an effort to measure and understand public support for medical, prevention, health and scientific research. The results of Research!America's polls proved invaluable to our alliance of 500 member organizations and, in turn, to the fulfillment of our mission to make research a higher national priority. In response to growing usage and demand, Research!America has expanded its portfolio, which now includes state, national and issue-specific polling. Poll data is available by request or at our website: [www.researchamerica.org](http://www.researchamerica.org).

### Survey Methodology

- Telephone (random-digit dialing) polls are conducted with a sample size of 800-1000 adults (age 18+) and a maximum theoretical sampling error of +/- 3.5 percent. Data are demographically representative of adult U.S. residents (state or national).
- Online polls are conducted with a sample size of 1000-2000 adults and sampling error of +/-3.1 percent. The data is weighted in two stages to ensure accurate representation of the U.S. adult population.
  - Figures for age, gender, race, education and income are weighted where necessary to bring them into line with population demographics.
  - "Propensity score" weighting is also used to adjust for respondents' propensity to be online.

### Additional Resources

For a summary of public attitudes and perceptions about health research, reference Research!America's 2005 JAMA article at <http://jama.ama-assn.org/cgi/content/abstract/294/11/1380>.

American Cancer Society  
[www.cancer.org](http://www.cancer.org)

The American Heart Association  
[www.americanheart.org](http://www.americanheart.org)

The Coalition for the Advancement of Medical Research  
[www.camradvocacy.org](http://www.camradvocacy.org)

Charlton Research Company  
[www.charltonresearch.com](http://www.charltonresearch.com)

Harris Interactive  
[www.harrisinteractive.com](http://www.harrisinteractive.com)

The Henry J. Kaiser Family Foundation  
[www.kff.org](http://www.kff.org)

National Science Board: Science and Engineering Indicators  
[www.nsf.org](http://www.nsf.org)

PARADE  
[www.parade.com](http://www.parade.com)

Pew Charitable Trusts  
[www.pewtrusts.com](http://www.pewtrusts.com)

The Robert Wood Johnson Foundation  
[www.rwjf.org](http://www.rwjf.org)

United Health Foundation  
[www.unitedhealthfoundation.org](http://www.unitedhealthfoundation.org)

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