Clinical Research
One kind of medical research is often referred to as a clinical trial. In this, volunteers choose to participate to test the safety and effectiveness of certain treatments, drugs or devices. Have you ever heard of a clinical trial?

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.
### Most Hear About Clinical Trials Through Internet, Media

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online/Internet</td>
<td>53%</td>
</tr>
<tr>
<td>Media</td>
<td>39%</td>
</tr>
<tr>
<td>Advertisements</td>
<td>34%</td>
</tr>
<tr>
<td>Doctor/health care provider</td>
<td>24%</td>
</tr>
<tr>
<td>Friends/family</td>
<td>24%</td>
</tr>
<tr>
<td>Patient organization</td>
<td>9%</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
</tr>
<tr>
<td>Not sure</td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.
Physicians, Internet are Preferred Sources of Info on Clinical Trials

Where would you go to get information about clinical trials? (multiple responses allowed)

- My doctor: 60%
- Online: 57%
- Hospitals: 27%
- Pharmaceutical companies: 25%
- Patient organizations: 18%
- Government institutions: 16%
- Foundations/charities: 16%
- Friends or family: 14%
- Other: >1%
- Not sure: 15%

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.
Most Americans Have Not Participated in Clinical Trials

Have you or anyone in your family ever participated in clinical trials?

- 77% No
- 16% Yes
- 7% Not sure

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.
If your doctor found a clinical trial for you and recommended you join, how likely would you be to participate in a clinical trial?

- Very likely: 26%
- Somewhat likely: 3%
- Not likely: 12%
- Would not participate: 3%
- Not sure: 13%

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.
Awareness, Trust, Risk are Barriers to Better Participation

Fewer than 10% of Americans participate in clinical trials. Which of the following do you think is a reason that individuals don’t participate in clinical trials? (multiple responses allowed)

- Not aware/lack of information: 53%
- Lack of trust: 53%
- Too risky: 51%
- Adverse health outcomes: 44%
- Little or no monetary compensation: 35%
- Privacy issues: 27%
- Too much time: 27%
- Not sure: 11%

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.
Opinions Split on Whether Clinical Research Occurs without Consent

Would you say that without being told, patients are sometimes included in clinical trials when they are receiving medical treatment?

- Yes: 31%
- No: 41%
- Not sure: 28%

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.
How much do you admire the following groups of people on a scale of 1 to 4?

- People who volunteer for clinical trials: 37
  - 38 admire a great deal
  - 9 admire moderately
  - 4 admire somewhat
  - 13 are not sure

- People who give blood: 61
  - 26 admire a great deal
  - 43 admire moderately
  - 7 admire somewhat
  - 4 are not sure

- People who donate an organ: 69
  - 19 admire a great deal
  - 3 admire moderately
  - 7 admire somewhat
  - 7 are not sure

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.
Doctors Should Educate the Public on Clinical Trials, Americans Say

Which organizations listed below would you say has the greatest responsibility in educating the public about clinical trials?

- Federal gov't: 17%
- Doctors and other health care providers: 41%
- Insurance companies: 16%
- Pharmaceutical companies: 16%
- Patient organizations: 6%
- Not sure: 4%

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.
How important would each of the following factors be in your decision to participate as a volunteer in a clinical trial?

- Reputation of people or institution conducting the research: 69% very important, 20% somewhat important, 3% not very important, 7% not at all important.
- Whether you would have medical bills covered if you had an injury from the study: 68% very important, 20% somewhat important, 4% not very important, 7% not at all important.
- Opportunity to possibly improve your own health: 61% very important, 28% somewhat important, 4% not very important, 6% not at all important.
- Privacy and confidentiality issues: 53% very important, 26% somewhat important, 10% not very important, 8% not at all important.

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.
Reputation, Coverage of Injury are Key Factors for Participation

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

- Opportunity to improve the health of others: 50 Very important, 36 Somewhat important, 7 Not very important, 6 Not at all important, 7 Not sure

- Your physician's recommendation: 46 Very important, 34 Somewhat important, 10 Not very important, 3 Not at all important, 7 Not sure

- Whether you would be paid to participate: 42 Very important, 36 Somewhat important, 12 Not very important, 4 Not at all important, 7 Not sure

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.
Nearly Half Say Participants are Treated Fairly and with Respect

How often would you say that participants in clinical trials are treated fairly and with respect?

- Never: 2%
- Rarely: 6%
- Occasionally: 22%
- All the time: 45%
- Not sure: 25%

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.
Clinical Research is a Great Value

One kind of research, often referred to as clinical trials, is clinical research. In this, patients choose to participate to test the safety and effectiveness of certain treatments, drugs or devices. How important is this kind of research? Would you say it is of...

- 76% Great value
- 22% Some value
- 2% Not much value

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
Many Americans Likely to Volunteer for Clinical Research

Please consider your own possible participation as a volunteer in clinical research. How likely would you be to participate in a clinical research study?

- **29%** Very likely
- **47%** Somewhat likely
- **19%** Not likely
- **5%** Would not participate

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
Most Doctors Do Not Suggest Participating in Clinical Research

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

6% Yes
94% No

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
Americans Consistently Consider Clinical Research a Great Value

One kind of research, often referred to as clinical trials, is clinical research. In this, patients choose to participate to test the safety and effectiveness of certain treatments, drugs or devices. How important is this kind of research? Would you say it is of...

Source: Public Opinion Polls, 1998-2010
Charlton Research Company for Research!America