

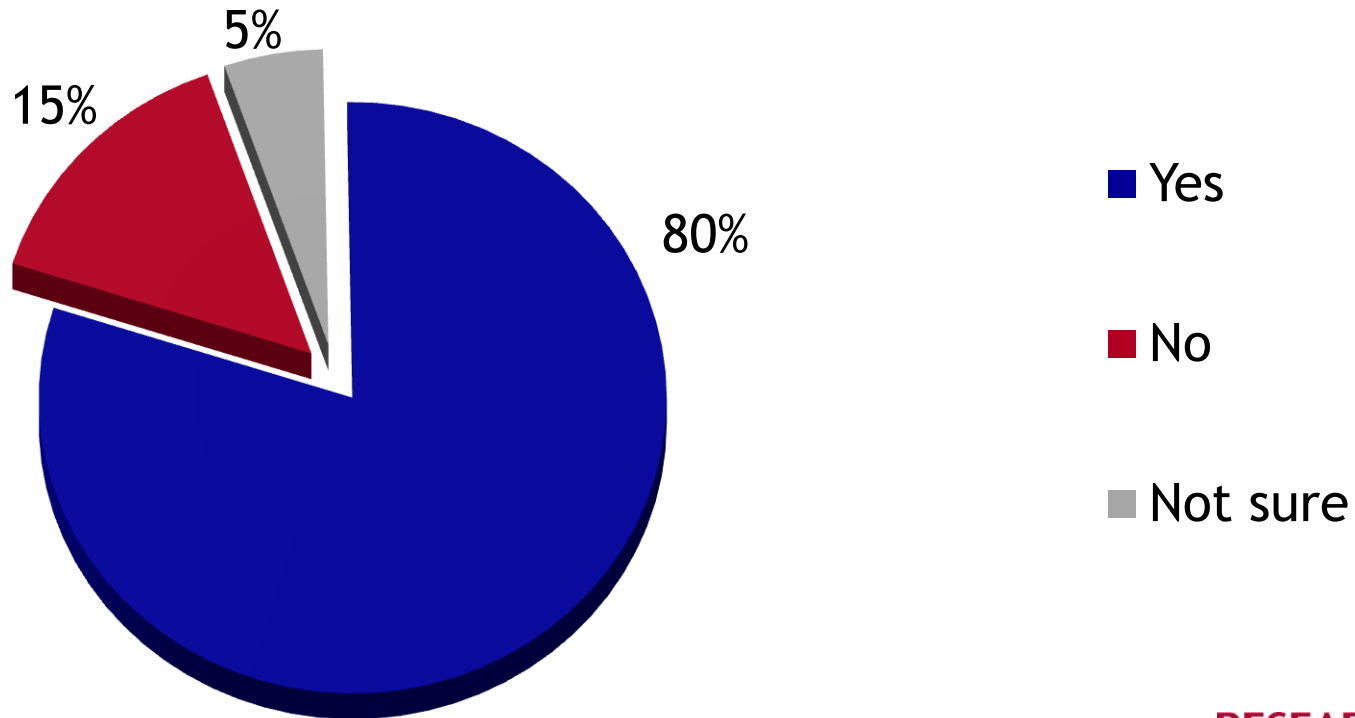


Clinical Research

Public Opinion Polling

Four in Five Americans Have Heard of Clinical Trials

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

How did you hear about clinical trials? (multiple responses allowed)

Online/Internet	53%
Media	39%
Advertisements	34%
Doctor/health care provider	24%
Friends/family	24%
Patient organization	9%
Other	7%
Not sure	8%

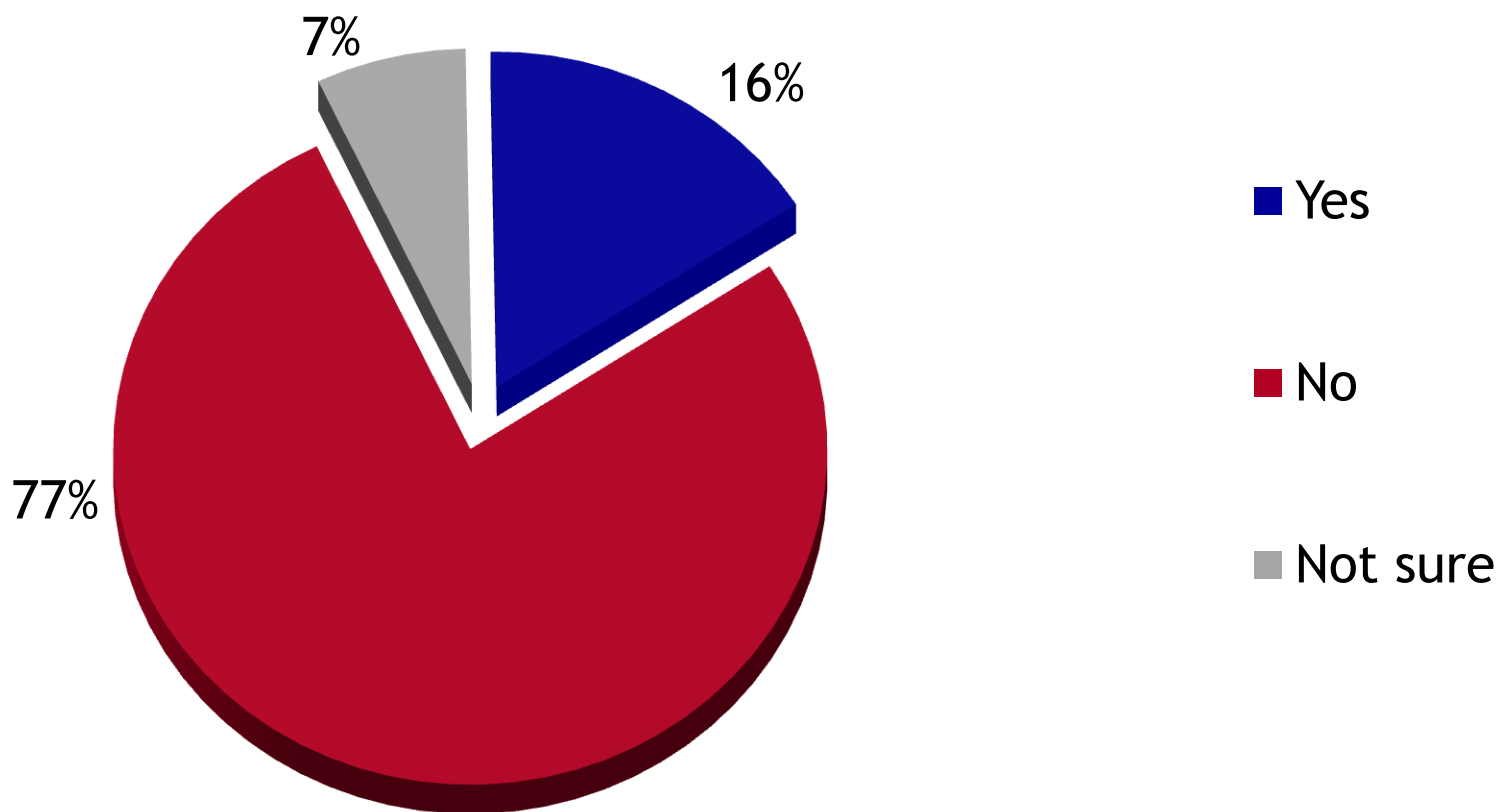
Physicians, Internet are Preferred Sources of Info on Clinical Trials

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%

Most Americans Have Not Participated in Clinical Trials

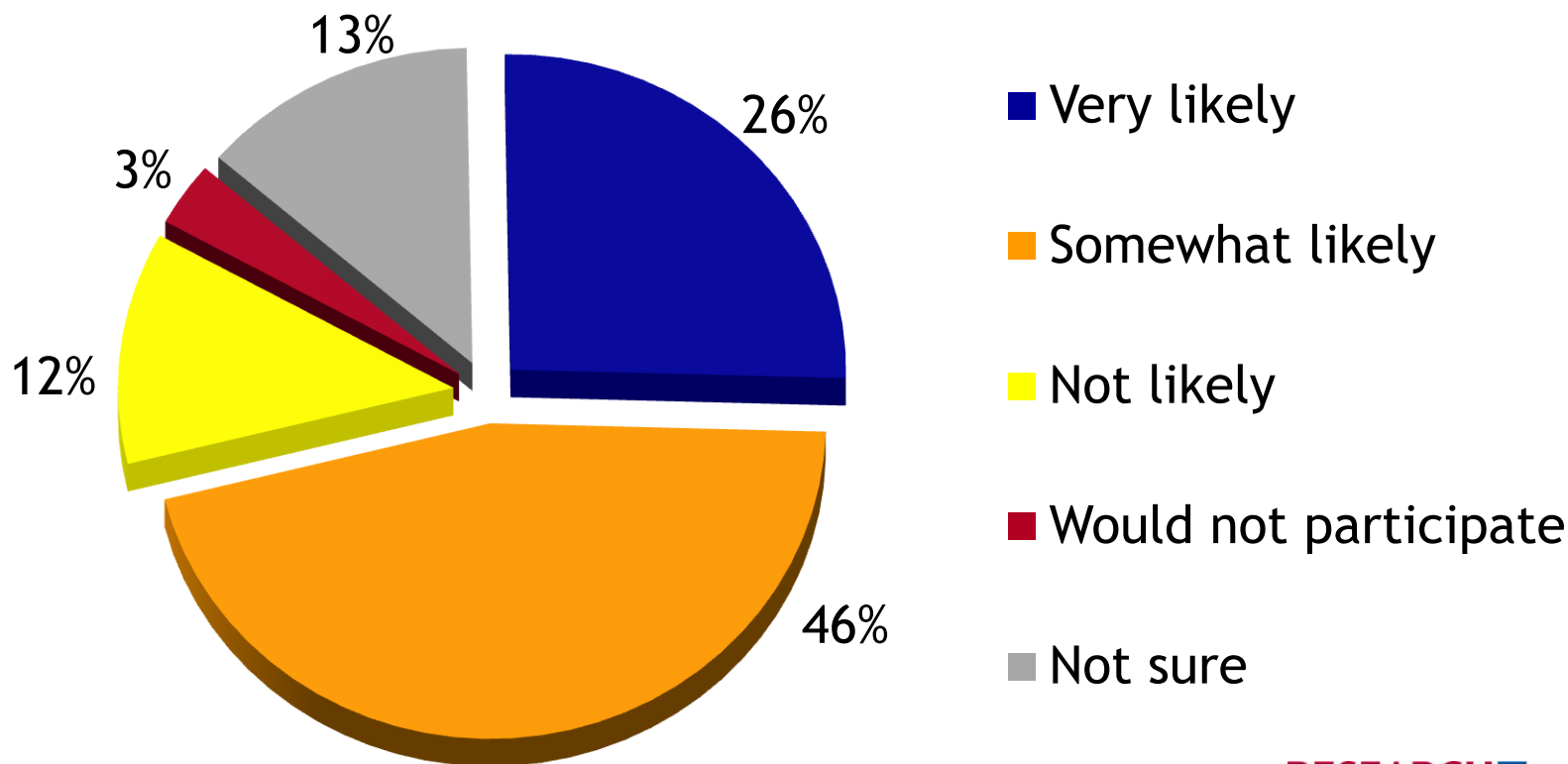
Have you or anyone in your family ever participated in clinical trials?



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

Physician Recommendations Matter to Potential Participants

If your doctor found a clinical trial for you and recommended you join, how likely would you be to participate in a clinical trial?



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

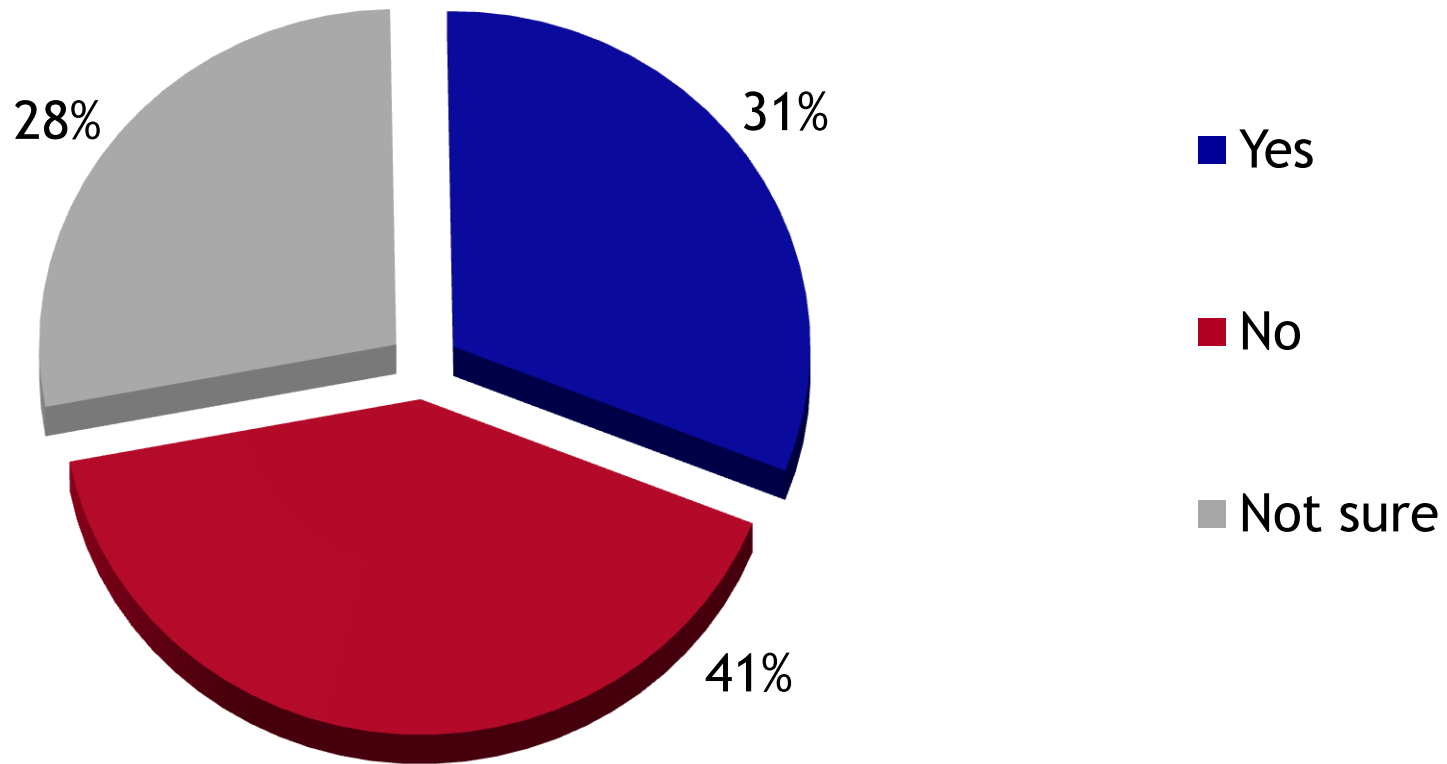
Awareness, Trust, Risk are Barriers to Better Participation

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%

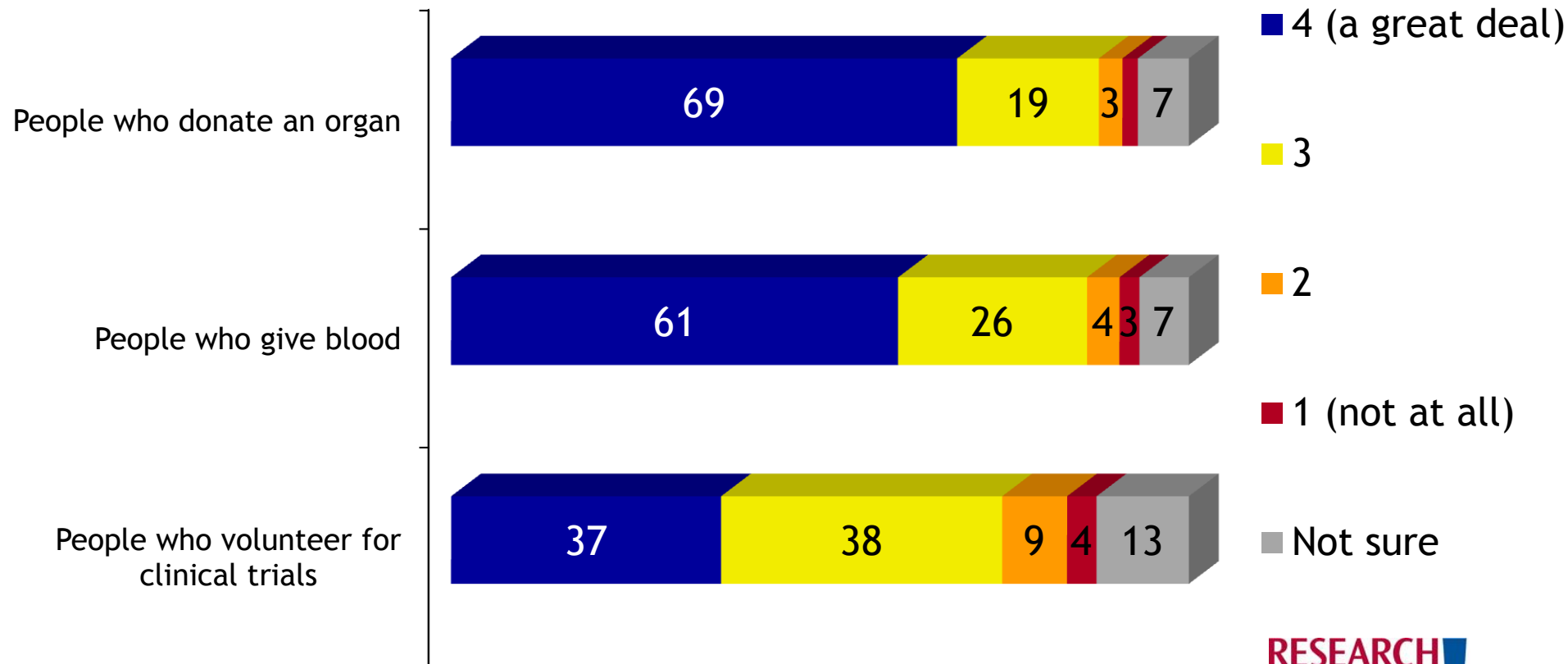
Opinions Split on Whether Clinical Research Occurs without Consent

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



Americans Admire Organ Donors, Those Who Give Blood

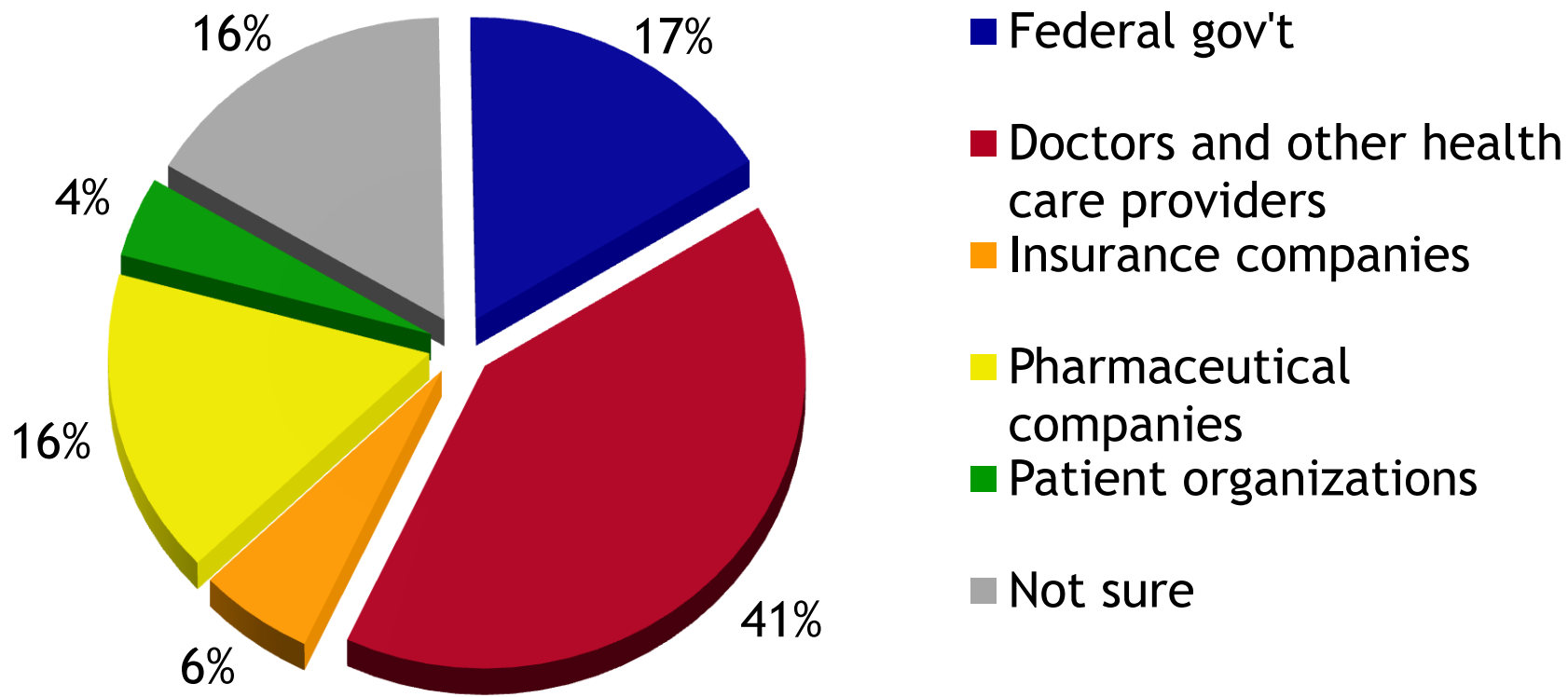
How much do you admire the following groups of people on a scale of 1 to 4?



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

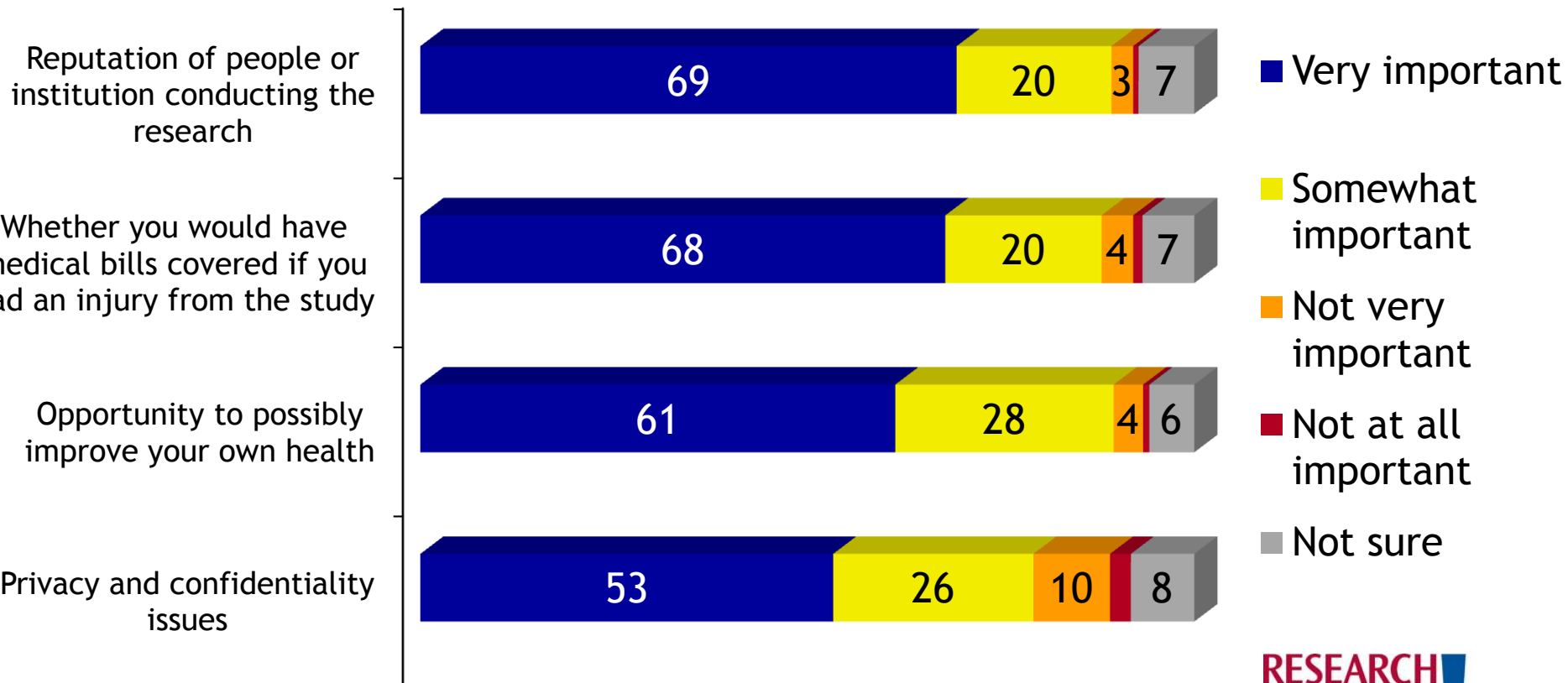
Which organizations listed below would you say has the greatest responsibility in educating the public about clinical trials?



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

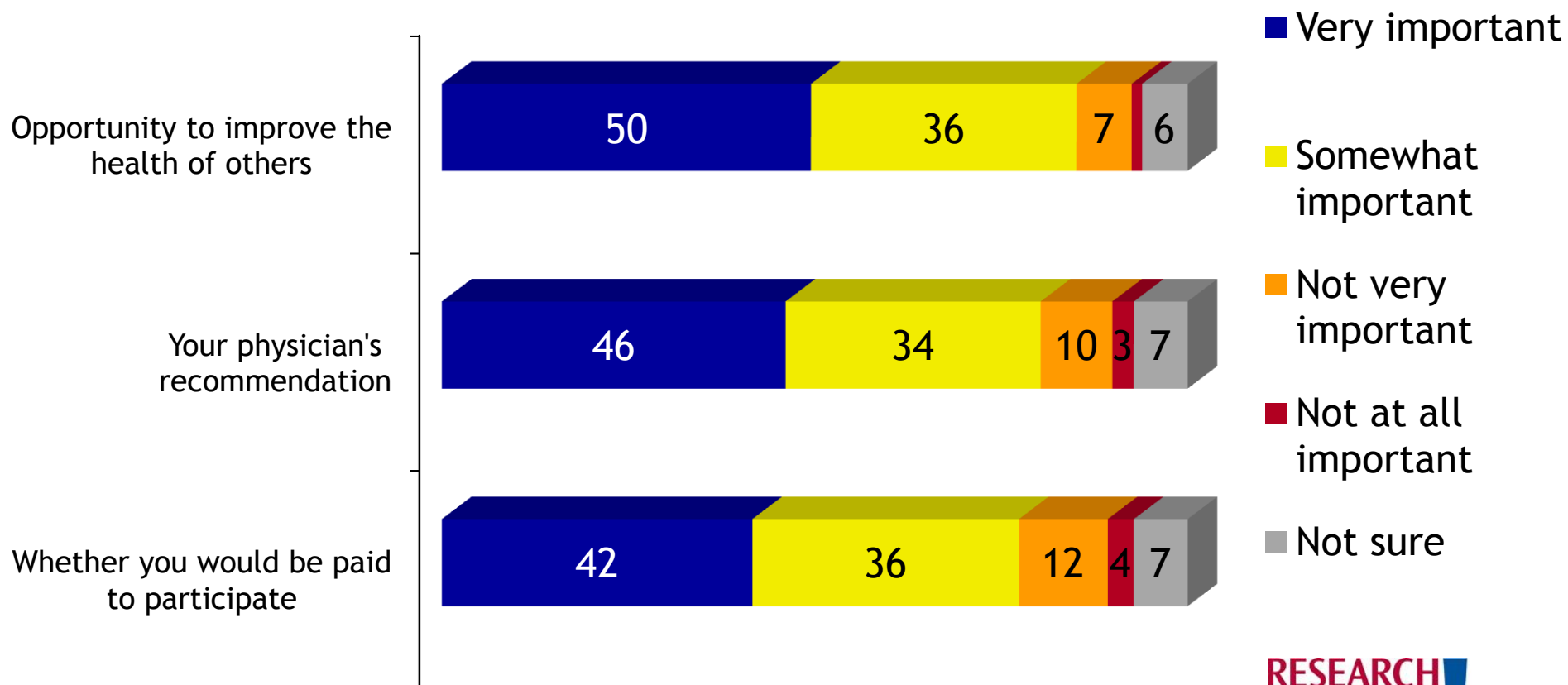
How important would each of the following factors be in your decision to participate as a volunteer in a clinical trial?



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

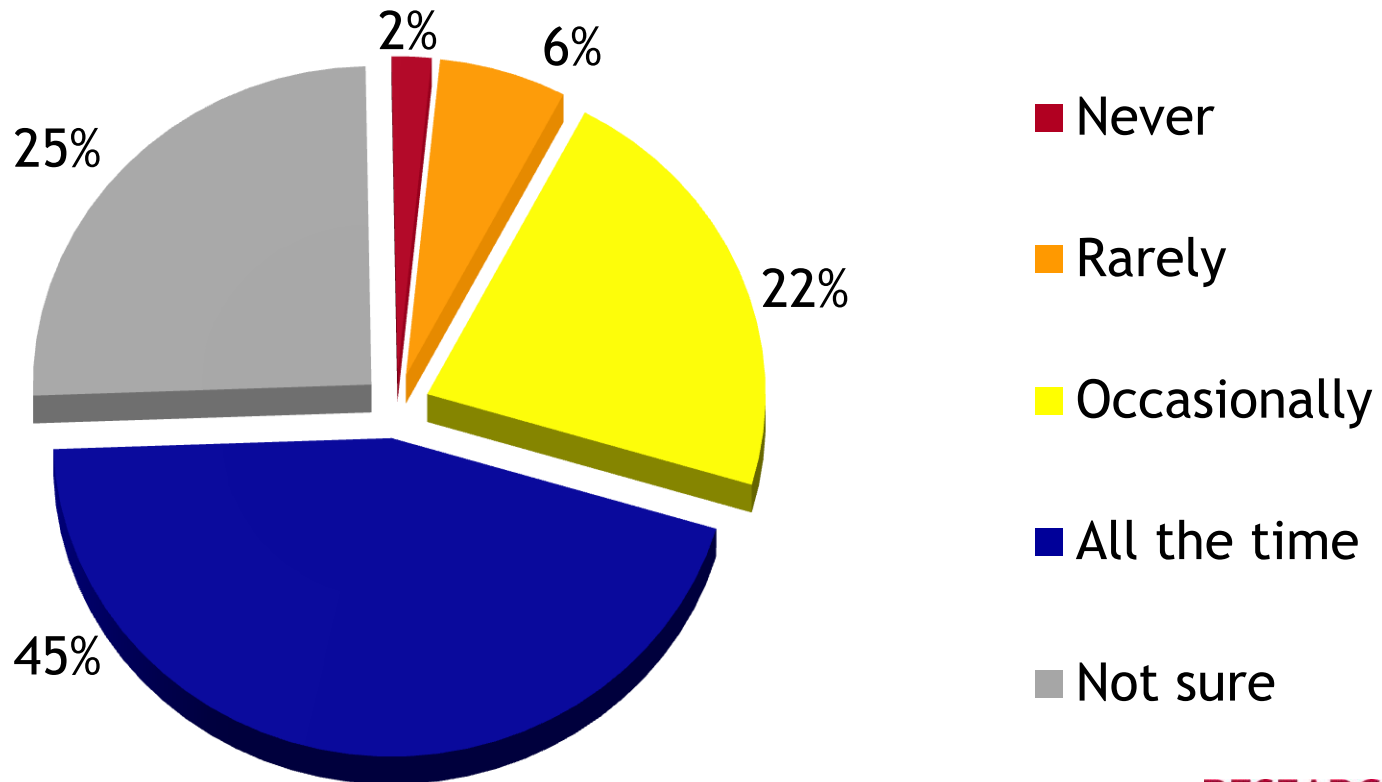
How important would each of the following factors be in your decision to participate as a volunteer in a clinical trial?



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

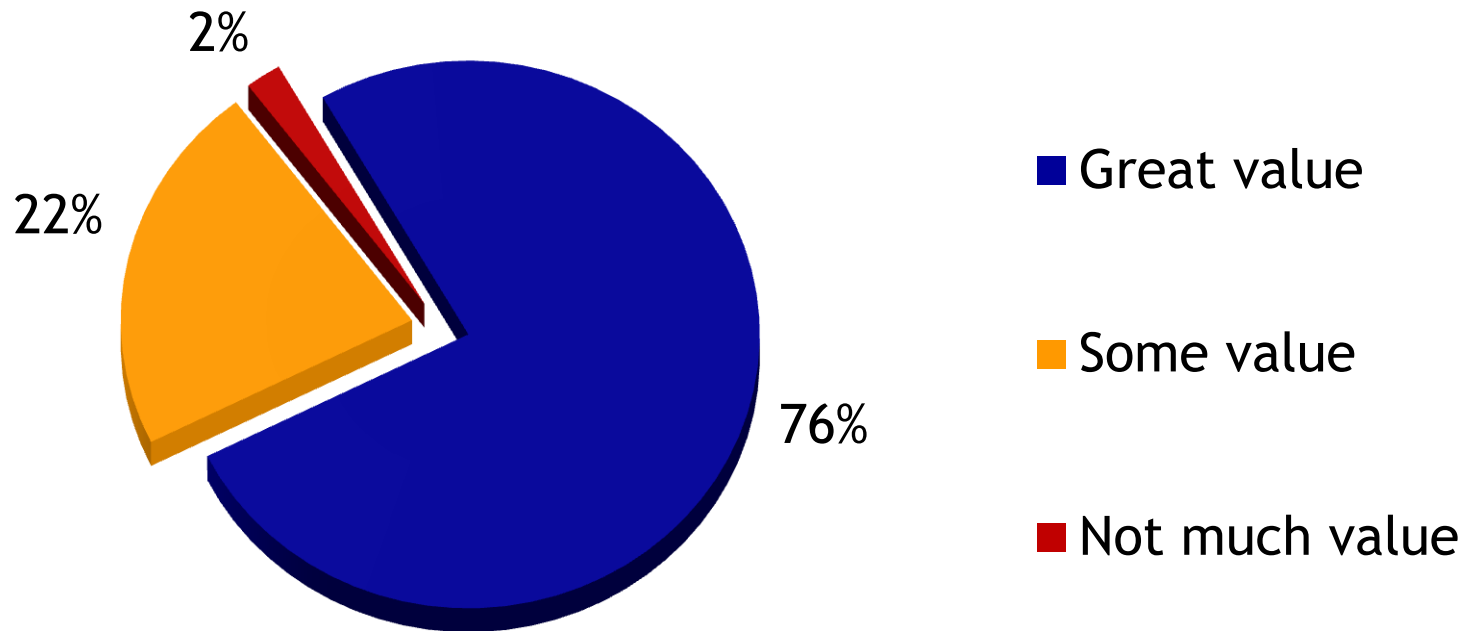
How often would you say that participants in clinical trials are treated fairly and with respect?



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

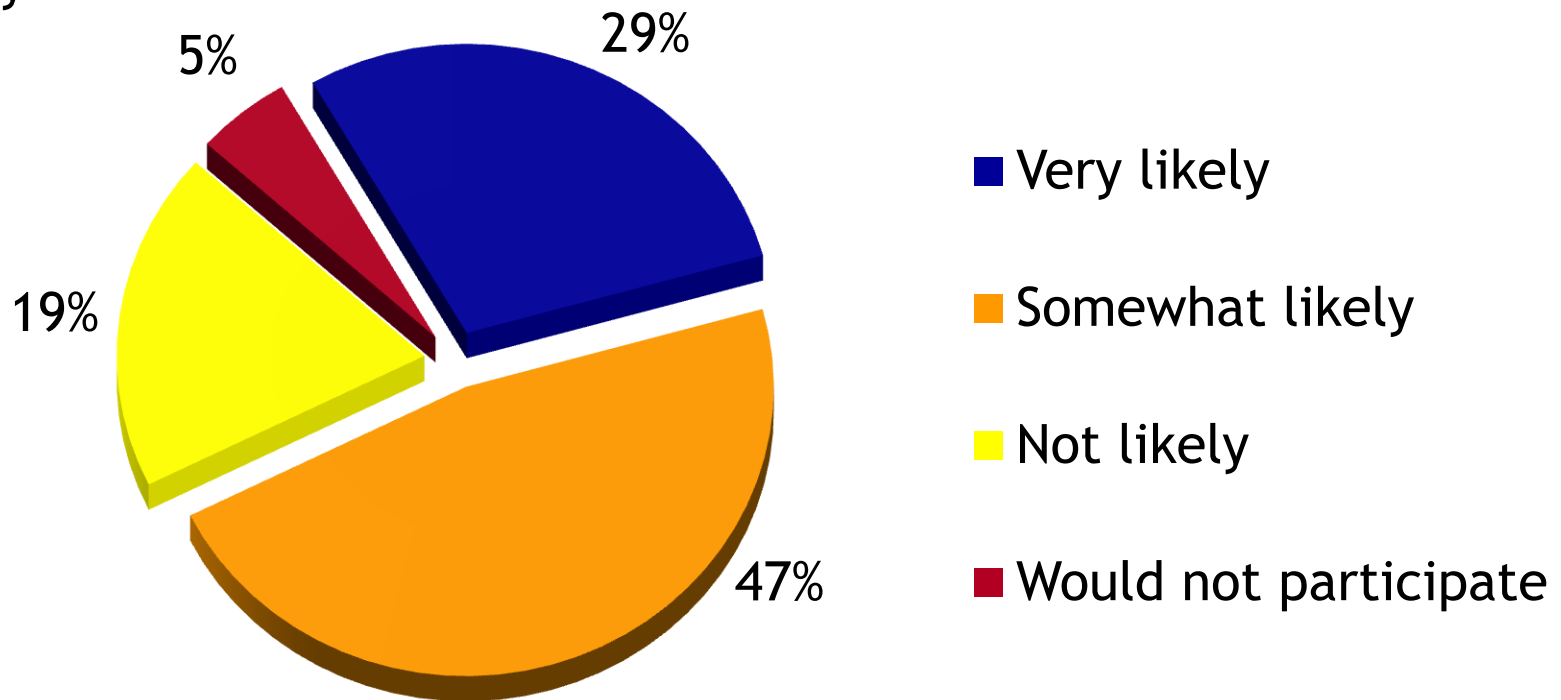
Clinical Research is a Great Value

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...



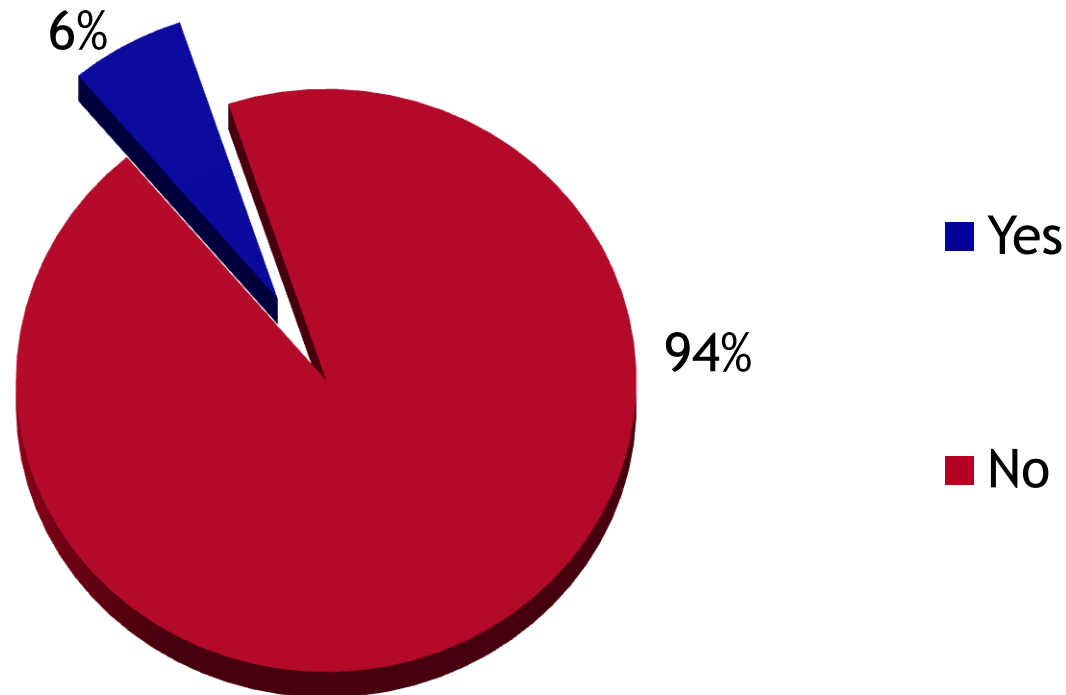
Many Americans Likely to Volunteer for Clinical Research

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



Most Doctors Do Not Suggest Participating in Clinical Research

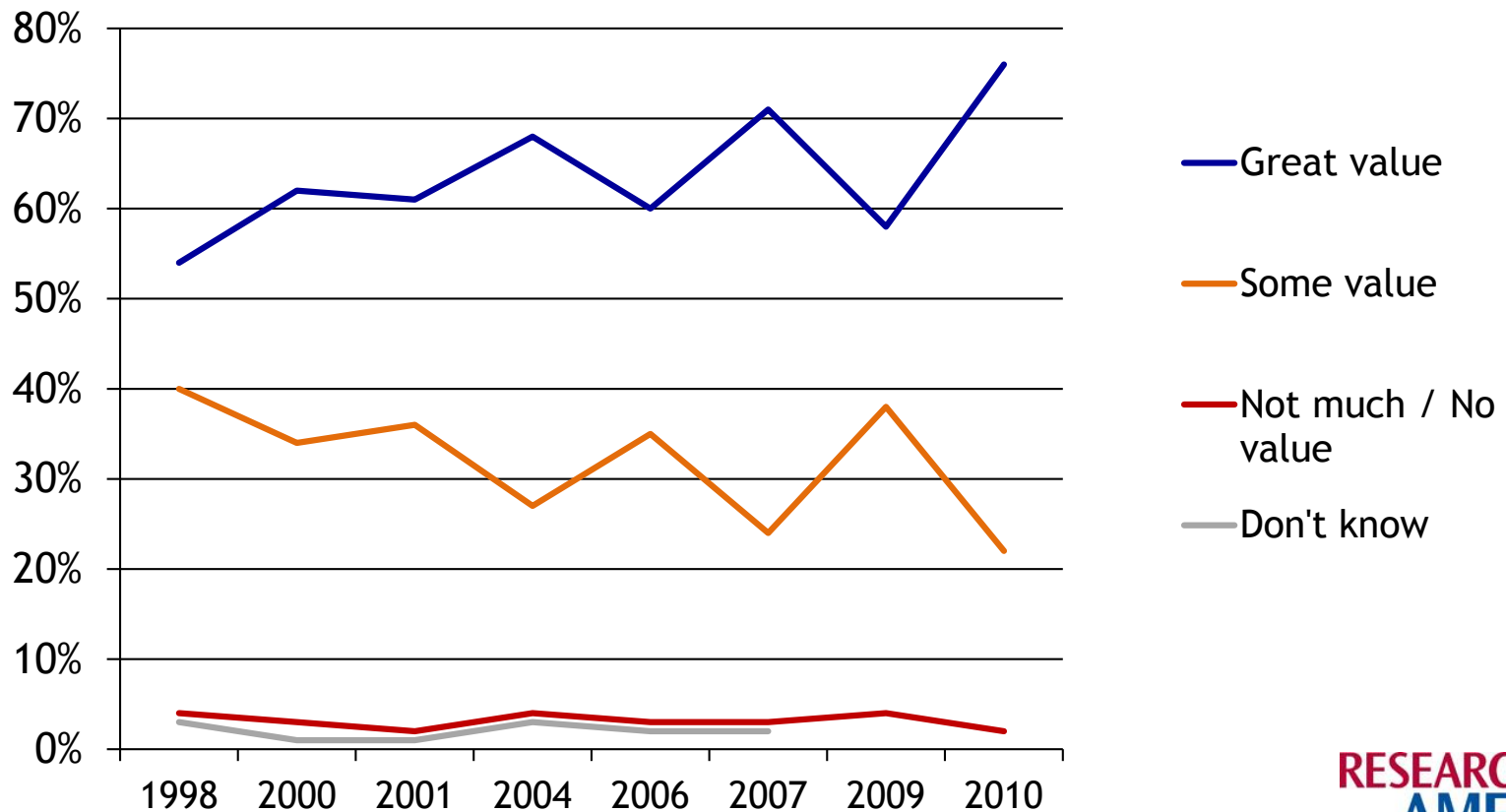
Has your doctor ever suggested that you participate in a clinical research study?



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