West Virginia Research and Innovation: A Catalyst for Better Health and Economic Growth
Research!America: 28 Years of Putting Research on the Public Agenda

- Nonprofit alliance with member organizations drawn from academia, business, patient organizations and scientific societies representing more than 125 million Americans
- Distinguished, all-volunteer board includes former elected and appointed officials, media and public relations leaders, and leaders from alliance member organizations
- Three ‘sister’ organizations in Canada, Australia and Sweden
- Commissioning public opinion surveys on research issues for 25 years: National, State and Issue-Specific

Shepherd University is a member of the alliance. Shepherd President Dr. Mary Hendrix serves on the board of directors.
Survey Methodology

September 2017 West Virginia Survey
This state online survey was conducted by Zogby Analytics on behalf of Research!America in September 2017, among 403 adults ages 18+ in West Virginia. This survey has a theoretical sampling error of +/- 4.9 percentage points.*

January 2017 National Survey
This nationwide online survey was conducted by Zogby Analytics on behalf of Research!America in January 2017, among 1,005 adults ages 18+. This survey has a theoretical sampling error of +/- 3.1 percentage points.*

*Due to rounding, the total may not add up to 100 on some slides
West Virginians Assess State Leadership

In your opinion, is West Virginia a leader in each of these areas, using a scale of 1 to 5 where 1 is very much a leader and 5 is not at all a leader (1 & 2 ranking combined):

- Agriculture: 34%
- Medical and Health Research: 24%
- Education: 21%
- Defense: 16%
- Aerospace: 13%

Source: Research!America surveys of West Virginians conducted in partnership with Zogby Analytics in 2017.
Leadership is Important to West Virginians

How important is it for West Virginia to be a leader in the following categories (% saying very important and somewhat important)

- **Education**: 87%
- **Agriculture**: 85%
- **Medical and Health Research**: 78%
- **Defense**: 59%
- **Aerospace**: 44%

Source: Research!America surveys of West Virginians conducted in partnership with Zogby Analytics in 2017.
State Government Should Assign a Higher Priority to STEM Education

Do you agree or disagree West Virginia's state government should assign a higher priority to improving education focused on science, technology, engineering and mathematics and careers in those fields?

Source: A Research!America survey of adults in West Virginia conducted in partnership with Zogby Analytics in September 2017.
Federal Government Should Assign a Higher Priority to STEM Education

Do you agree or disagree the federal government should assign a higher priority to improving education focused on science, technology, engineering and mathematics and careers in those fields?

A higher percentage of West Virginians (85%) say ‘strongly’ and ‘somewhat’ agree compared to 70% of the general U.S. population.

Source: A Research!America survey of adults in West Virginia conducted in partnership with Zogby Analytics in September 2017.
Majority say West Virginia Should Support Research at Universities

Do you agree or disagree that the state of West Virginia (taxpayer) funds should be used to support scientific research at public universities?

Source: A Research!America survey of adults in West Virginia conducted in partnership with Zogby Analytics in September 2017.
Majority say Federal Government Should Support Research at Universities

Do you agree or disagree that federal (taxpayer) funds should be used to support scientific research at public universities?

- **33%** Strongly agree
- **44%** Somewhat agree
- **9%** Somewhat disagree
- **4%** Strongly disagree
- **10%** Not sure

Source: A Research!America survey of adults in West Virginia conducted in partnership with Zogby Analytics in September 2017.
Do you agree or disagree that the West Virginia state legislature should support legislation that will encourage private investments in medical research?

Source: A Research!America survey of adults in West Virginia conducted in partnership with Zogby Analytics in September 2017.
Important for Federal Government to Support Private Sector Investments in Research

How important is it for the federal government to support incentives for private sector investment in new treatments and cures?

- **Very important**: 44%
- **Somewhat important**: 39%
- **Not too important**: 8%
- **Not at all important**: 3%
- **Not sure**: 7%

Source: A Research!America survey of adults in West Virginia conducted in partnership with Zogby Analytics in September 2017.
Research Important to West Virginia’s Economy

In terms of jobs and incomes, how important do you think spending money on medical research is to West Virginia’s economy?

![Pie chart showing the percentage of responses to the question about the importance of medical research to West Virginia's economy. The chart indicates that 37% of respondents find it very important, 41% find it somewhat important, 7% find it not too important, 3% find it not at all important, and 13% are not sure.]

Source: A Research!America survey of adults in West Virginia conducted in partnership with Zogby Analytics in September 2017.
Spending on Research Not Enough

The U.S. spends about 5 and a half cents of each health dollar on research to prevent, cure, and treat disease and disability. Do you think that is too much, the right amount, or not enough?

A higher percentage of West Virginians (61%) say ‘not enough,’ compared to 40% of the general U.S. population.

Source: A Research!America survey of adults in West Virginia conducted in partnership with Zogby Analytics in September 2017.
Nearly Half Say Research is Part of the Solution to Rising Health Care Costs

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

A higher percentage of West Virginians (46%) say ‘part of the solution,’ compared to 36% of the general U.S. population. A lower percentage of WV (21%) than U.S. (32%) say ‘not sure.’

Source: A Research!America survey of adults in West Virginia conducted in partnership with Zogby Analytics in September 2017.
Strong Support for Rural Health, Prevention and Health Disparities Research

• 87% of West Virginians say it is important to conduct research to eliminate health disparities, compared to 73% of U.S. general population

• 69% of West Virginians say the U.S. government should help fund prevention research that aims to help people overcome health threats such as smoking, obesity, substance abuse, hypertension and diabetes, compared to 60% of U.S. general population

• 86% of West Virginians say it is important to increase funding for rural health research (new question, no comparable U.S. general population data)

Source: A Research!America survey of adults in West Virginia conducted in partnership with Zogby Analytics in September 2017.
In your opinion, what is the most important health issue facing people in West Virginia today?

<table>
<thead>
<tr>
<th>Health Issue</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opioid epidemic/Substance abuse</td>
<td>36%</td>
</tr>
<tr>
<td>Obesity</td>
<td>22%</td>
</tr>
<tr>
<td>Cancer</td>
<td>16%</td>
</tr>
<tr>
<td>Not sure</td>
<td>7%</td>
</tr>
<tr>
<td>Heart disease</td>
<td>5%</td>
</tr>
<tr>
<td>Diabetes</td>
<td>4%</td>
</tr>
<tr>
<td>Mental Health</td>
<td>3%</td>
</tr>
<tr>
<td>Chronic Obstructive Pulmonary Disease (COPD)</td>
<td>2%</td>
</tr>
<tr>
<td>Arthritis</td>
<td>1%</td>
</tr>
<tr>
<td>Asthma</td>
<td>1%</td>
</tr>
<tr>
<td>Dental Disease</td>
<td>1%</td>
</tr>
<tr>
<td>High blood pressure</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
<tr>
<td>Kidney disease</td>
<td>&lt;1%</td>
</tr>
</tbody>
</table>

Source: A Research!America survey of adults in West Virginia conducted in partnership with Zogby Analytics in September 2017.
Strong Majority Say Prescription Pain Medication Abuse a Major Problem

Is prescription pain medication abuse and addiction a major problem in your community?

- Yes: 84%
- No: 9%
- Not sure: 7%

Source: A Research!America survey of adults in West Virginia conducted in partnership with Zogby Analytics in September 2017.
More than Two-Thirds Know Someone Who Has Sought Prescription Pain Medicine

Do you know anyone who experienced pain so severe that they sought prescription medicines to treat it?

*A higher percentage of West Virginians (71%) say ‘yes’ compared to 56% of the general U.S. population.*

Source: A Research!America survey of adults in West Virginia conducted in partnership with Zogby Analytics in September 2017.
Do you agree or disagree that the following are barriers to effectively combating the opioid epidemic? (Choose all that apply)

- Overprescribing of opioids: 70%
- Lack of coordination between state and federal governments to address the epidemic: 49%
- Lack of access to treatment: 45%
- Lack of funding for research and prevention: 41%
- Stigma of opioid use: 30%
- Not sure: 7%

Source: A Research!America survey of adults in West Virginia conducted in partnership with Zogby Analytics in September 2017.
Overwhelming Majority Say It’s Important to Flag Medical Records for Opioid Addiction

How important is it for medical records to prominently state whether a patient is recovering from addiction to prevent overprescribing of opioids in the same way they are marked if a patient is allergic to penicillin?

Source: A Research!America survey of adults in West Virginia conducted in partnership with Zogby Analytics in September 2017.
Opinions Split on Access to Overdose Reversal Drugs in Public Facilities

Do you agree or disagree that opioid deaths in the state can be reduced by increasing access to opioid overdose reversal drugs in West Virginia schools and public facilities such as libraries?

Source: A Research!America survey of adults in West Virginia conducted in partnership with Zogby Analytics in September 2017.
Majority Support Increased Funding to Combat Opioid Addiction

Do you support or oppose increased federal funding for research to better understand and combat the opioid addiction?

A higher percentage of West Virginians (77%) say ‘strongly’ and ‘somewhat’ support, compared to 60% of the general U.S. population.

Source: A Research!America survey of adults in West Virginia conducted in partnership with Zogby Analytics in September 2017.
Research!America Works for the Research Ecosystem

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