Preliminary Insights from Recent Clinical Trial Polling Data

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“...public sentiment is everything. With public sentiment, nothing can fail; without it nothing can succeed.”

President Abraham Lincoln
Research!America Poll Data

- Commissioning public opinion polls on research issues for more than 21 years:
  - National Polls
  - State-Based Polls
  - Issue-Specific Polls
- 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%. 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%. The data are weighted in two stages to ensure accurate representation of the U.S. adult population.
Less Than Half Believe Health Care Services Based on Recent Research

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

Sources: National public opinion polls, 2005-2013
Seven in 10 Say Doctors Don’t Talk About Medical Research

Has your doctor or other health care professional ever talked to you about medical research?

- Yes: 22%
- No: 70%
- Not sure: 8%

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

<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.
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: 13%
- 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.
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.
Doctors Should Educate the Public on Clinical Trials, Americans Say

Which ... 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.
Most Americans Have Not Participated in Clinical Trials

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

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

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?

Sources: National public opinion polls, 2006-2013
How important would each of the following factors be in your decision to participate as a volunteer in a clinical trial?

- Reputations of people or institution conducting the research
- Whether you would have medical bills covered if you had an injury from the study
- Opportunity to possibly improve your own health
- Privacy and confidentiality issues

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.
Additional Factors Cited for Participation in Clinical Trials

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, 4 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.
Clinical Trials Participation Factors: Trends Since 2001

- Institution/individual reputation has remained the number one factor for participation in clinical trials
- Other factors rank similarly over several years
- The importance of physician recommendations has declined slowly since 2001
- Those identifying payment as an important factor to participation jumped significantly since 2006
Americans are Interested in Clinical Trials

Do you agree or disagree with each of the following statements?

- Taking part in a clinical trial is as valuable to our health care system as giving blood
- I would take part in a clinical trial if I was asked by someone I trust
- I am interested in finding out more about taking part in clinical trials

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.
Do you agree or disagree with each of the following statements?

1. It is important for everyone to take part in a clinical trial if they are asked.
2. Taking part in clinical trials is only important if you are ill yourself.
3. I would recommend taking part in clinical trials to my friends and family.

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.
Please indicate your willingness to share your personal health information, assuming that appropriate privacy protections are in place.

### Patients Willing to Share Health Information

<table>
<thead>
<tr>
<th>Context</th>
<th>Yes</th>
<th>No</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>So researchers can better understand diseases and develop new ways to</td>
<td>74</td>
<td>12</td>
<td>14</td>
</tr>
<tr>
<td>prevent, treat and cure them</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To advance medical research</td>
<td>73</td>
<td>11</td>
<td>16</td>
</tr>
<tr>
<td>So health care providers can improve patient care</td>
<td>72</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>So public health officials can better track disease and</td>
<td>67</td>
<td>17</td>
<td>17</td>
</tr>
<tr>
<td>disability and the causes</td>
<td></td>
<td></td>
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</tbody>
</table>

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.
How confident are you in our current system in the U.S. for reviewing the effectiveness and safety of new medicines and medical technologies before making them available to the public?

- Very confident: 15%
- Somewhat confident: 7%
- Not too confident: 9%
- Not confident at all: 23%
- Not sure: 45%

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.
Americans Admire Organ Donors, Those Who Give Blood

How much do you admire the following groups of people?

- **People who donate an organ**
  - 4 (a great deal): 69
  - 3: 19
  - 2: 3
  - 1 (not at all): 7
  - Not sure: 7

- **People who give blood**
  - 4 (a great deal): 61
  - 3: 26
  - 2: 43
  - 1 (not at all): 7
  - Not sure: 7

- **People who volunteer for clinical trials**
  - 4 (a great deal): 37
  - 3: 38
  - 2: 9
  - 1 (not at all): 4
  - Not sure: 13

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