



# California Speaks Out on Global Health Research

**Results from the November 2008**

**State of California Public Perception Survey**



# Survey Methodology

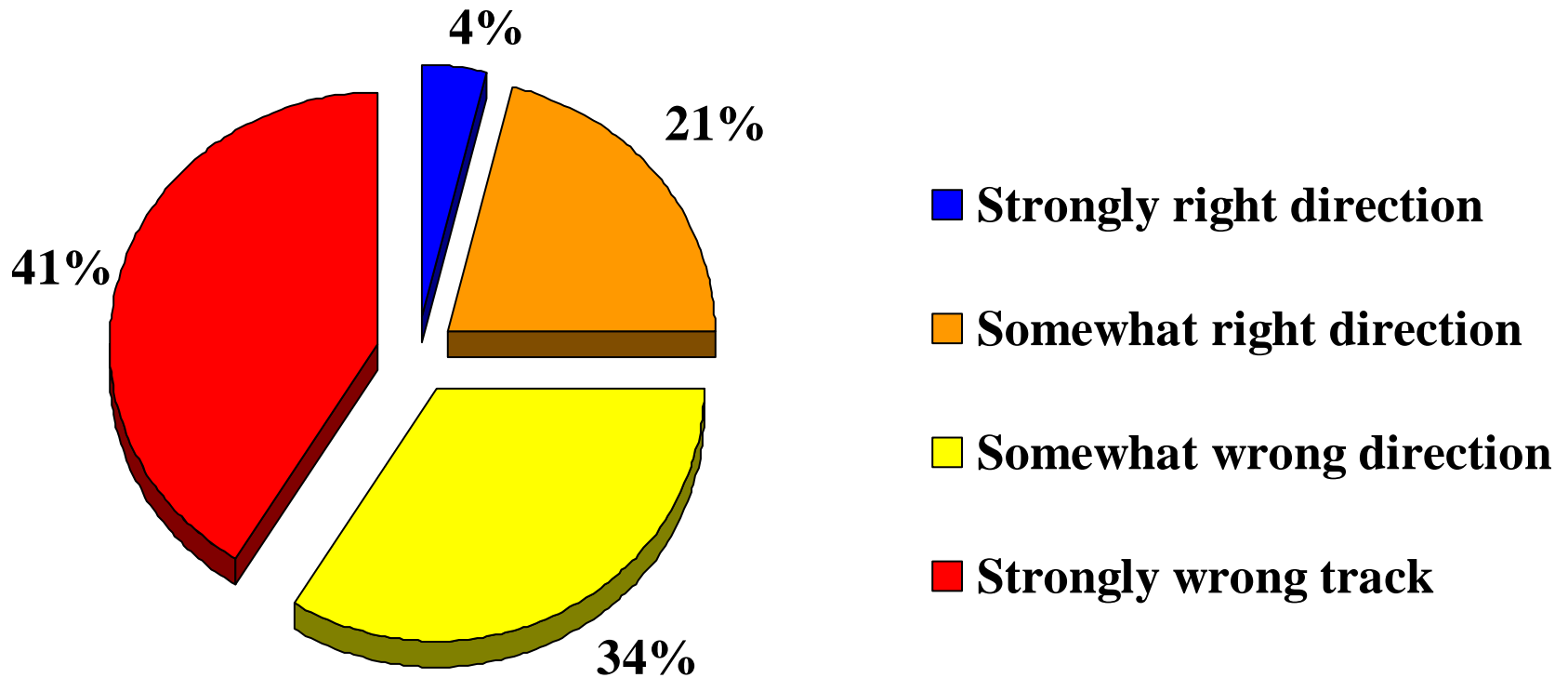
**Charlton Research Company conducted an online survey among 1000 adults (18 and older) in California.**

**The sample was proportionate to the state's demographics, including geography, gender and ethnicity.**

**The survey, fielded post-election in November 2008, has a theoretical sampling error of  $\pm 3.1\%$  for statewide data and  $\pm 6.9\%$  for Bay.**

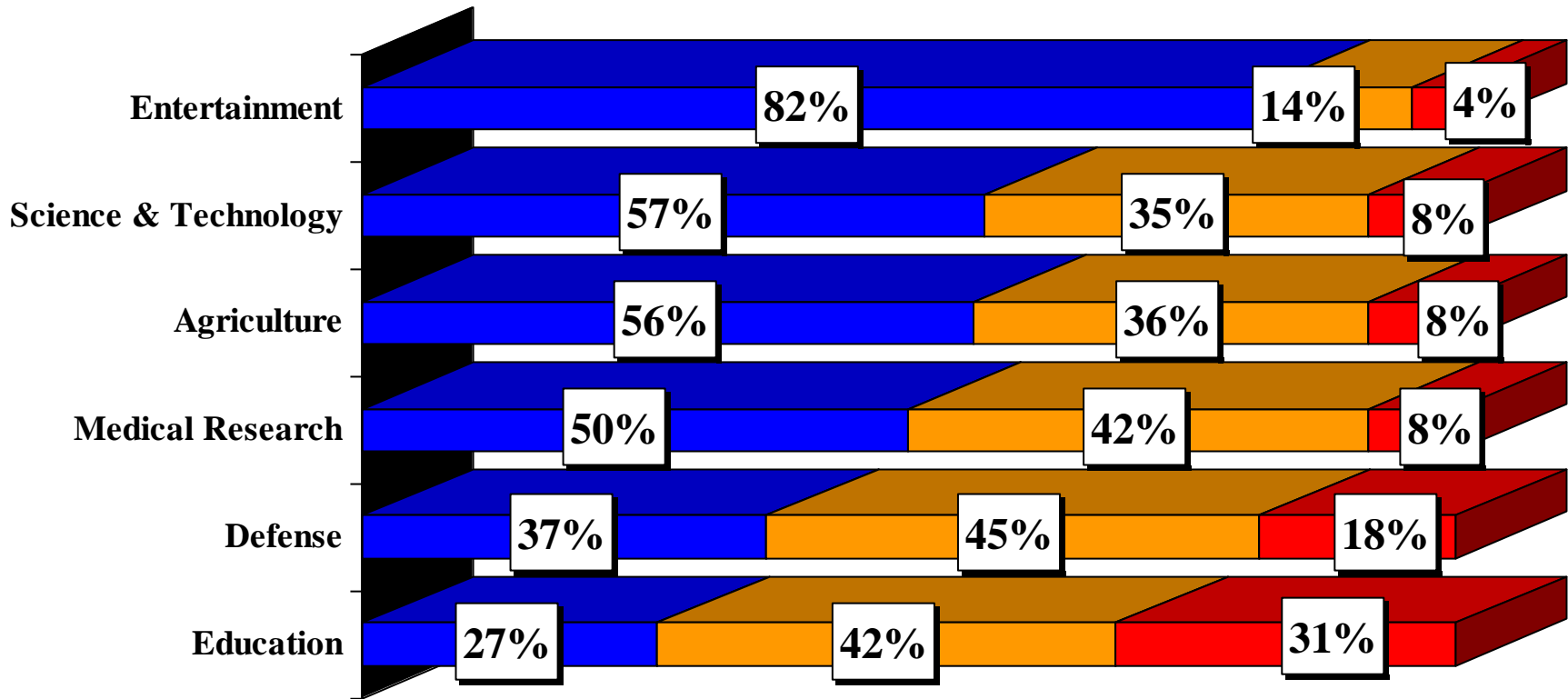
# Californians Think the U.S. is on the Wrong Track

All in all, do you feel things in the U.S. are generally going in the right direction or do you feel things have pretty much gotten off on the wrong track?



# California as a Leader

Do you believe that California is a leader in the following enterprises?



■ Very much a Leader

■ Somewhat a Leader

■ Not at all a Leader

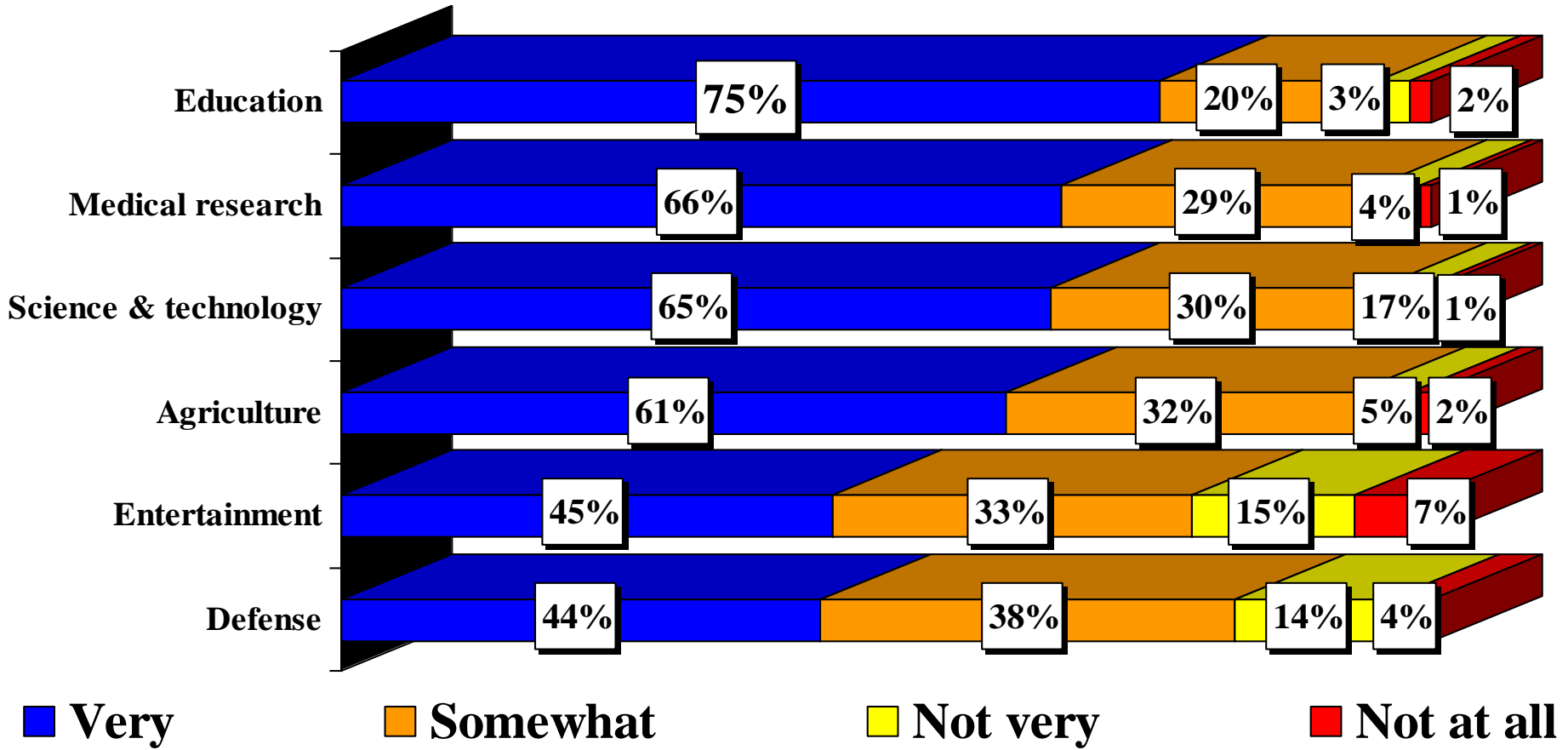
Source: California Global Health Survey November 2008

Charlton Research Company for Research!America

*Research!America*  
AN ALLIANCE FOR DISCOVERIES IN HEALTH®

# California Should Be a Leader in Education and Research

How important is it for California to be a leader in the following enterprises?

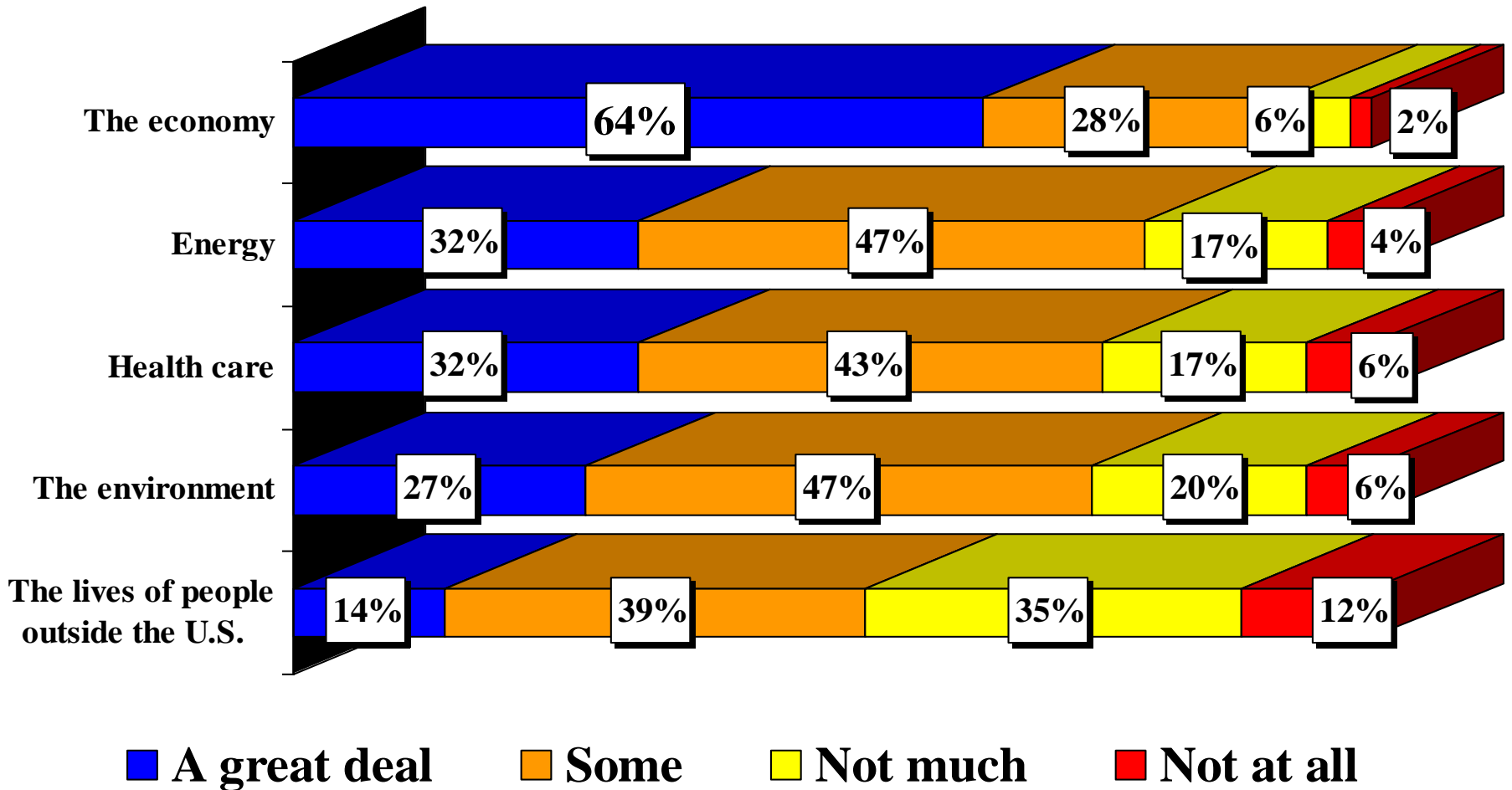


Source: California Global Health Survey November 2008

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# Californians' Awareness on Issues

In the last 24 hours, how much attention would you say you have paid to:

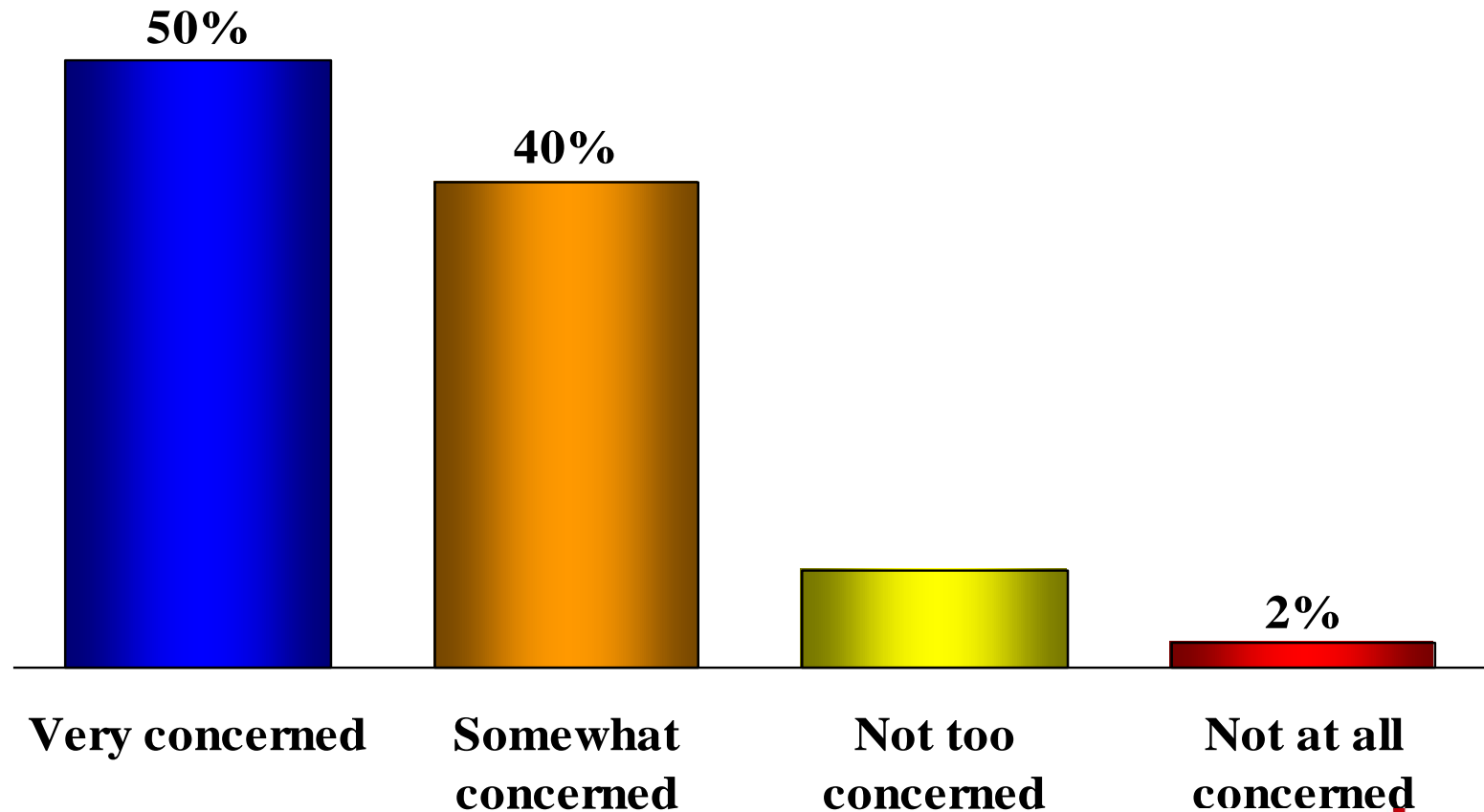


Source: California Global Health Survey November 2008

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# Californians Concerned About Global Health Problems

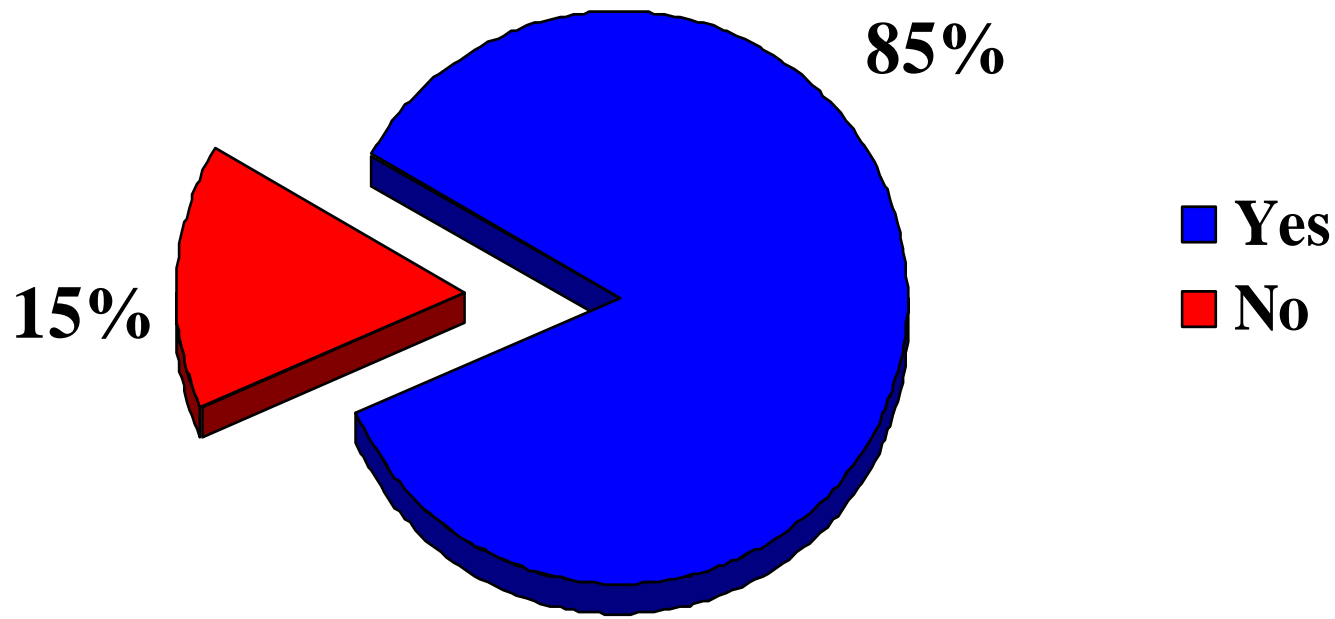
How concerned are you about the health problems facing the world today?



Source: California Global Health Survey November 2008  
Charlton Research Company for Research!America

# Californians Concerned About Global Health

When you hear the term global health, do you think it is an issue about which Californians should be concerned?

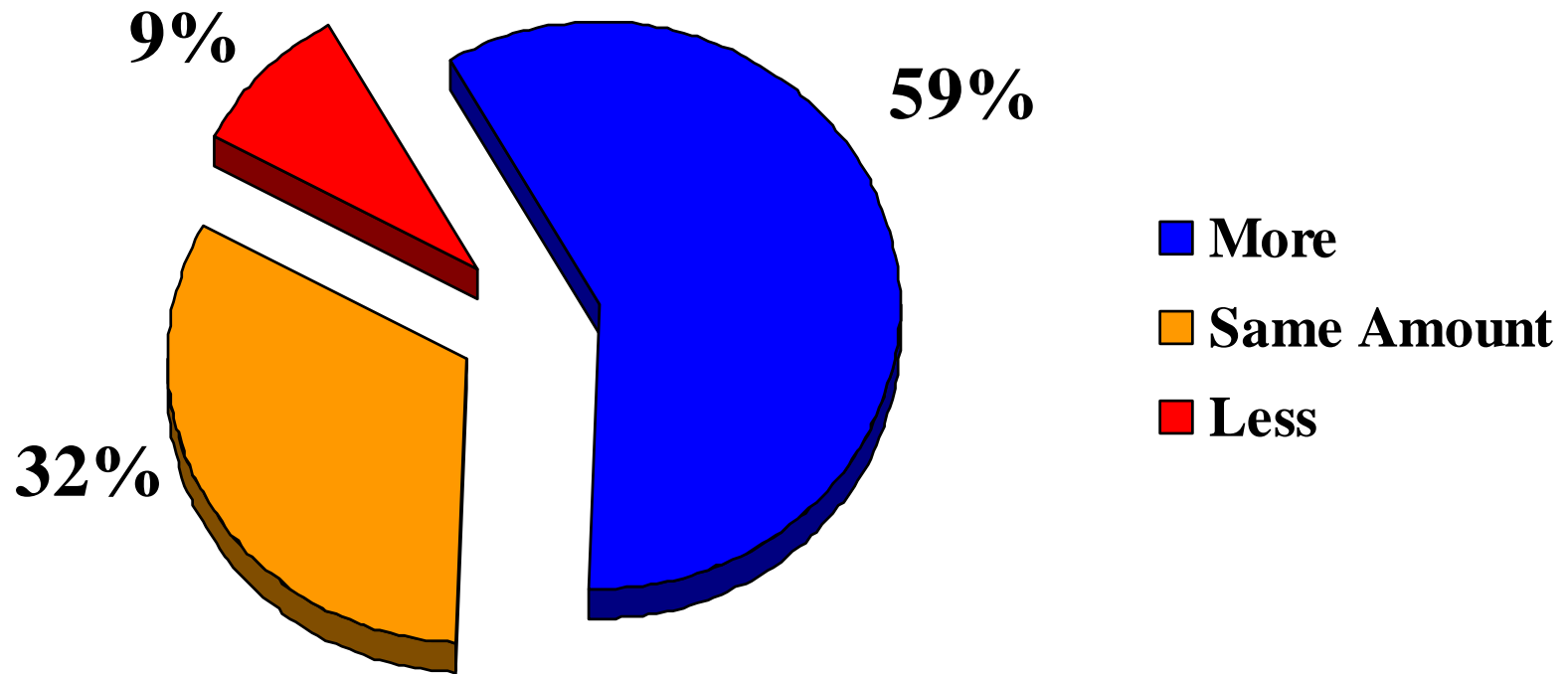


Source: California Global Health Survey November 2008  
Charlton Research Company for Research!America



# Californians More Aware of Global Health

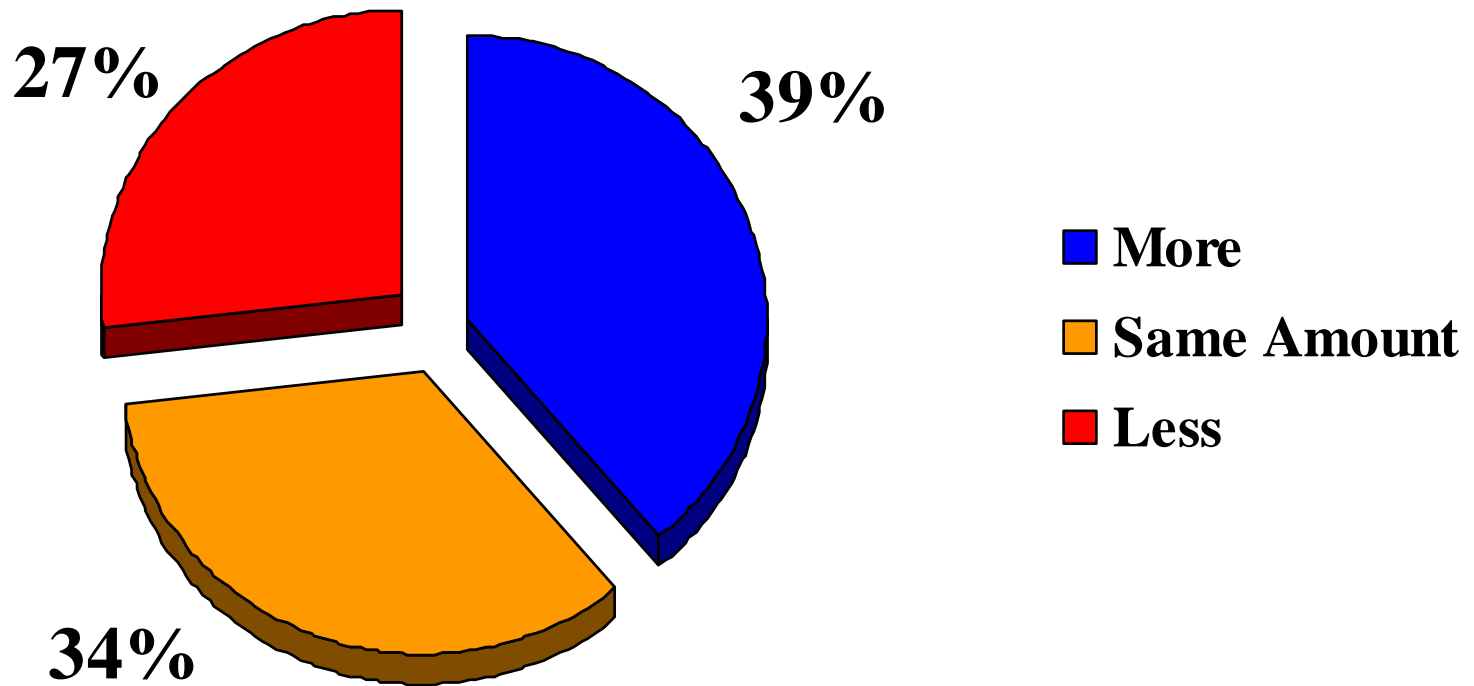
Compared to five years ago, would you say you think more, less, or about the same amount about global health?



Source: California Global Health Survey November 2008  
Charlton Research Company for Research!America

# Californians Unsure How Elected Officials Perceive Global Health

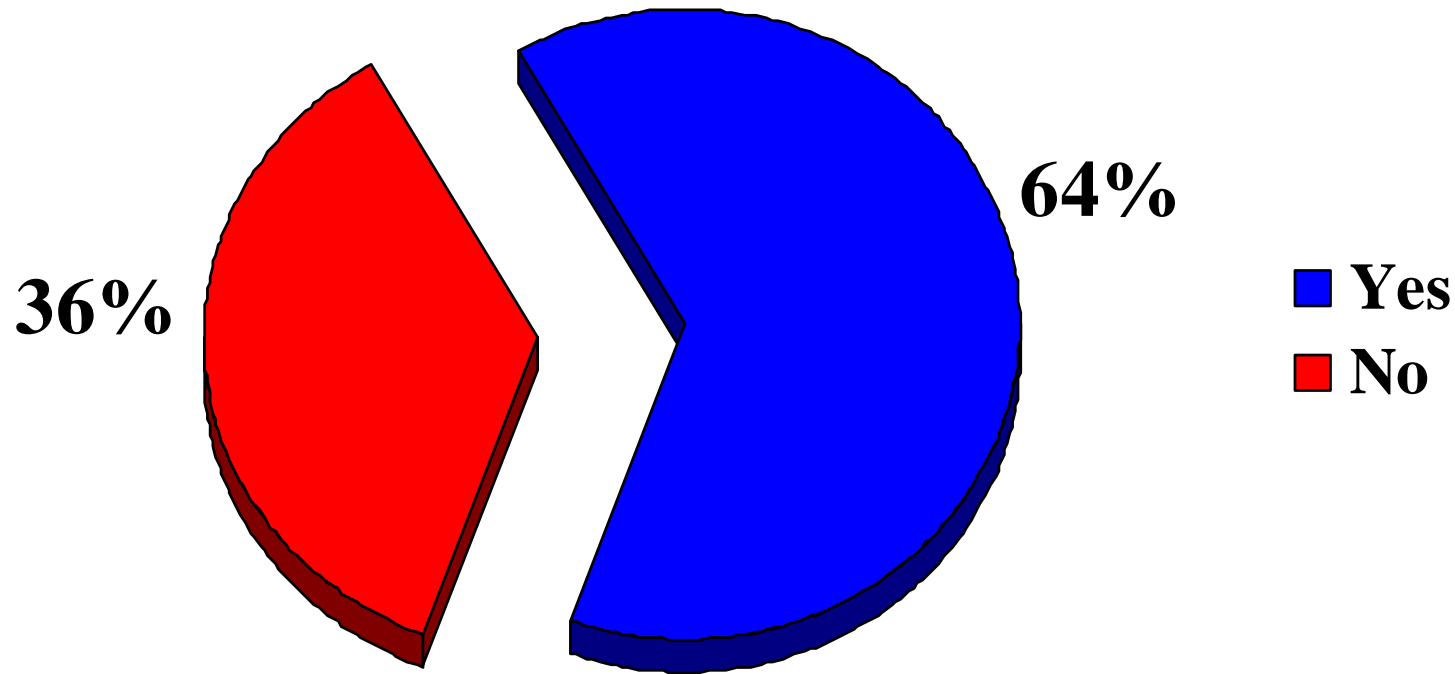
Compared to five years ago, do you think your elected officials think more, less, or about the same amount about global health?



Source: California Global Health Survey November 2008  
Charlton Research Company for Research!America

# Congress Should Prioritize Global Health

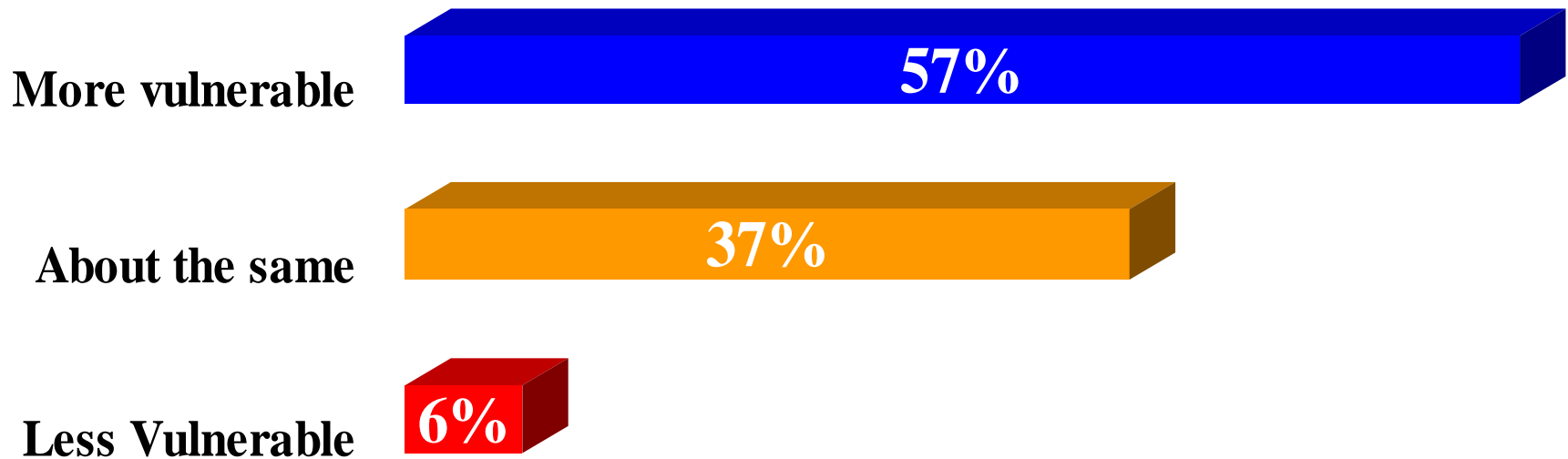
Should global health be a top priority for the new Congress?



Source: California Global Health Survey November 2008  
Charlton Research Company for Research!America

# California Perceived as Vulnerable to Global Health Threats

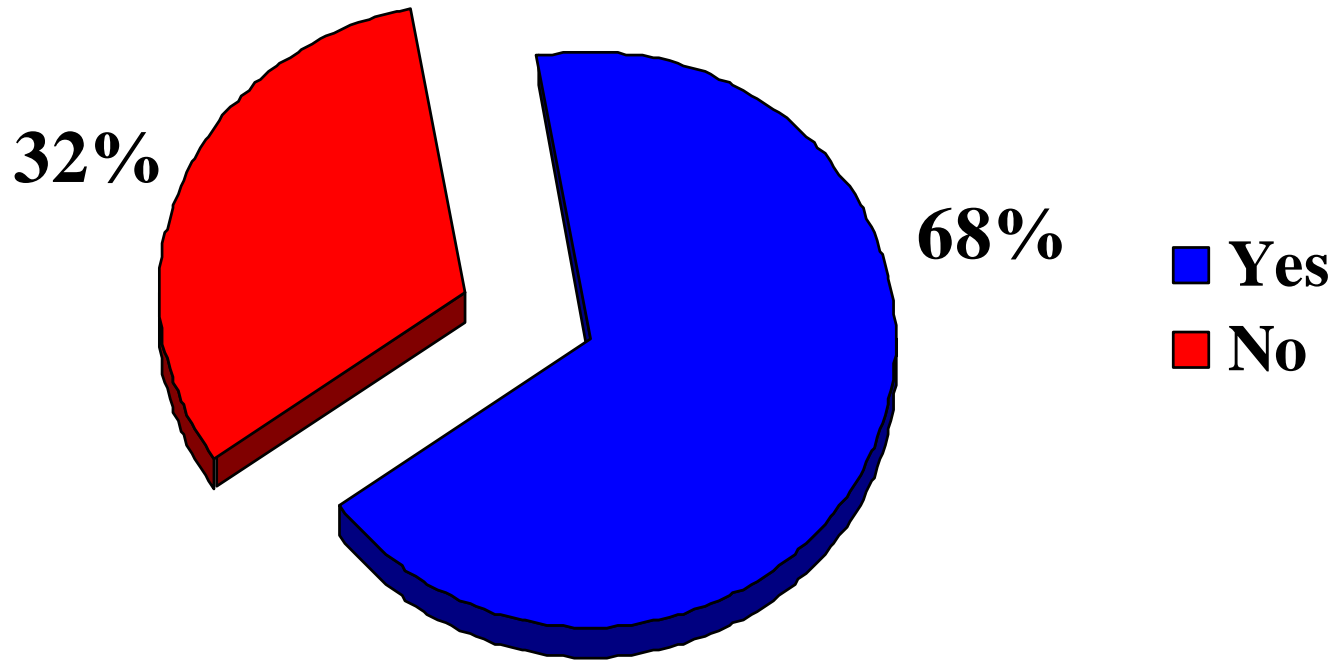
Do you think California is more or less vulnerable to global health threats than other places in the United States?



Source: California Global Health Survey November 2008  
Charlton Research Company for Research!America

# Americans Should Worry About Diseases Affecting Poorer Countries

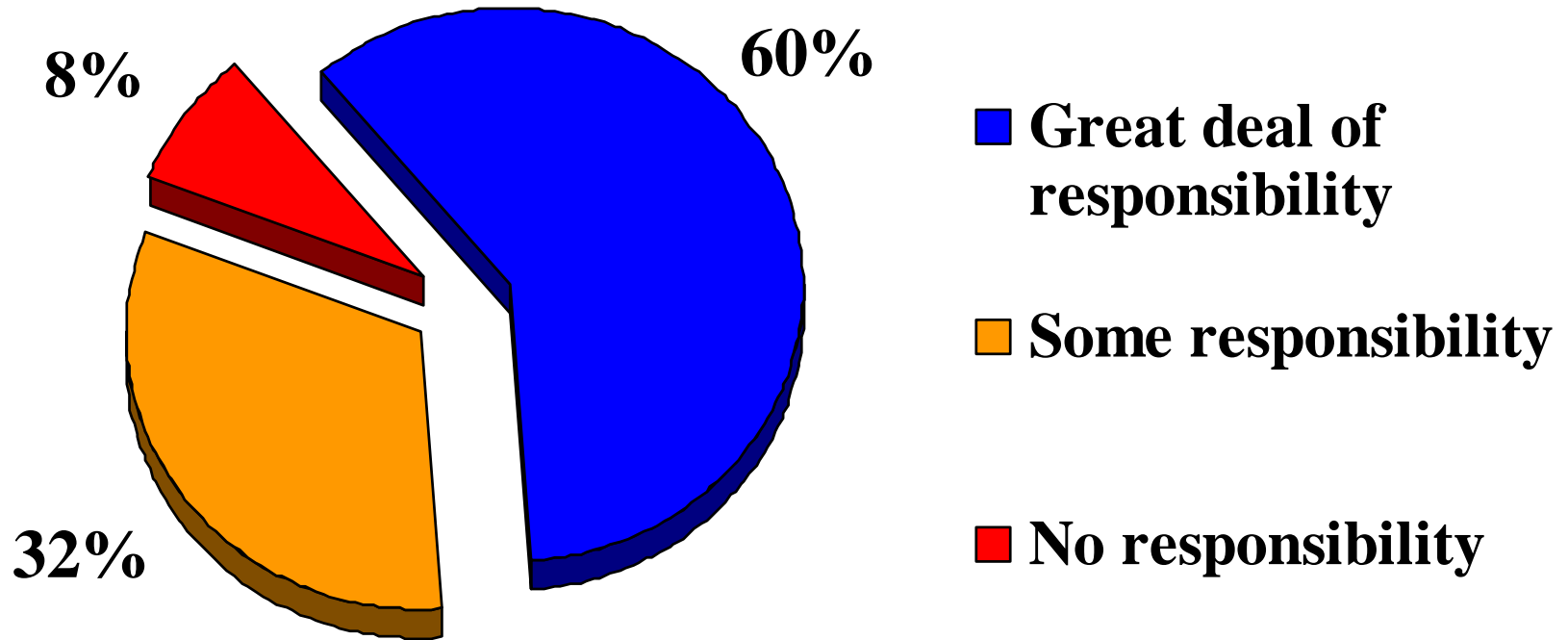
Should Americans worry about diseases- like malaria, dengue fever, and cholera- that mostly affect poorer countries?



Source: California Global Health Survey November 2008  
Charlton Research Company for Research!America

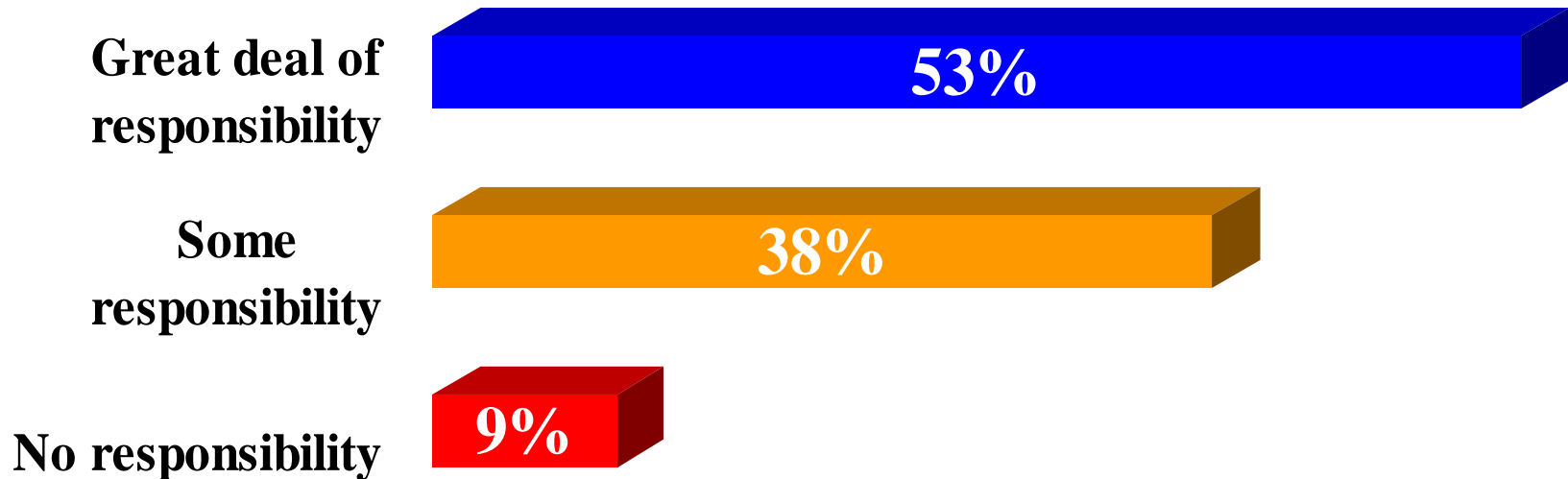
# U.S. Responsible for Research to Prevent Disease in Poorer Countries

How much responsibility, if any, does the U.S. have to conduct research that would *prevent* diseases that disproportionately affect poorer countries?



# U.S. Responsible for Treating Diseases in Poorer Countries

How much responsibility, if any, does the U.S. have to *treat* diseases that disproportionately affect poorer countries?



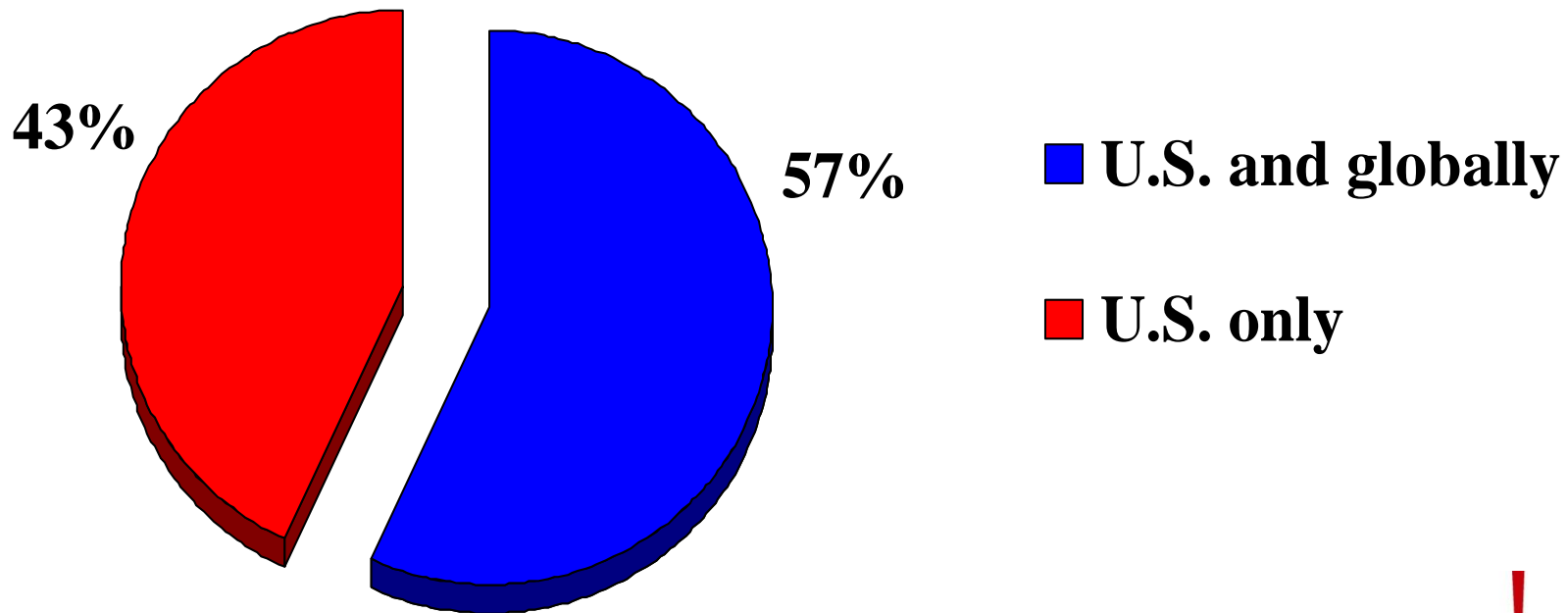
Source: California Global Health Survey November 2008  
Charlton Research Company for Research!America

# U.S. Should Spend Tax Dollars on Improving Health

Some people say: The U.S. should spend its tax dollars on improving health in the U.S. only.

Other people say: The U.S. should spend its tax dollars on improving health in the U.S. and globally.

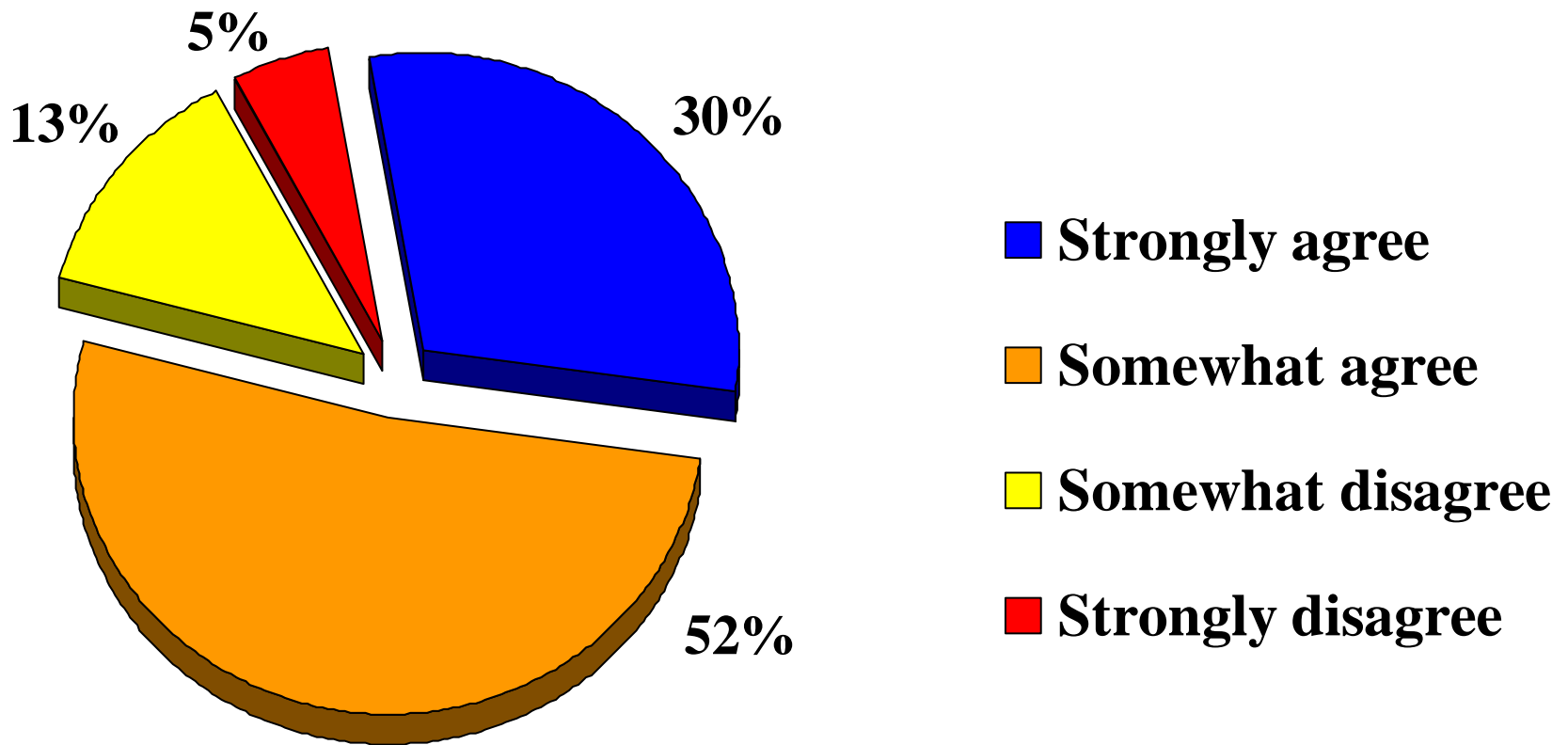
Which of these statements more closely reflects your opinion?





# U.S. Investment to Improve Global Health Benefits Americans

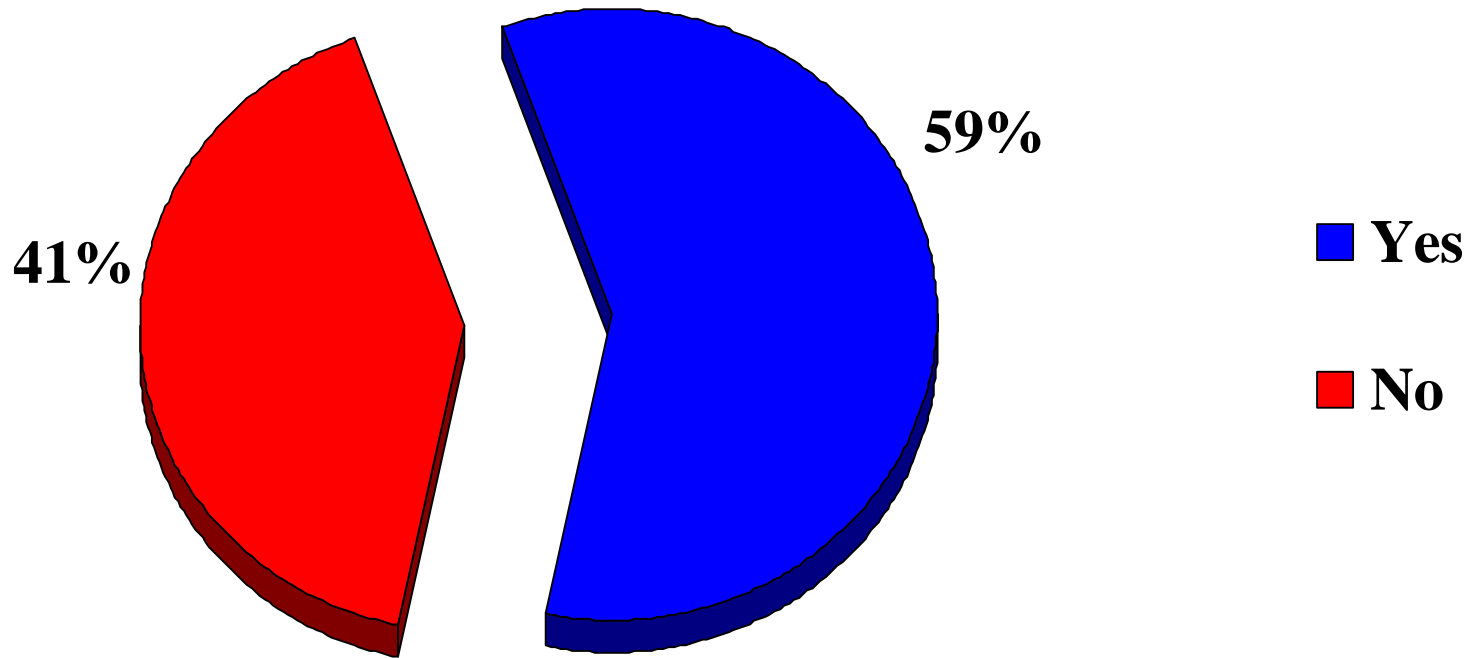
Do you agree or disagree that Americans will be better off if the U.S. government invests in research designed to improve health around the world?



Source: California Global Health Survey November 2008  
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# Californians Willing to Pay More State Taxes For Global Health

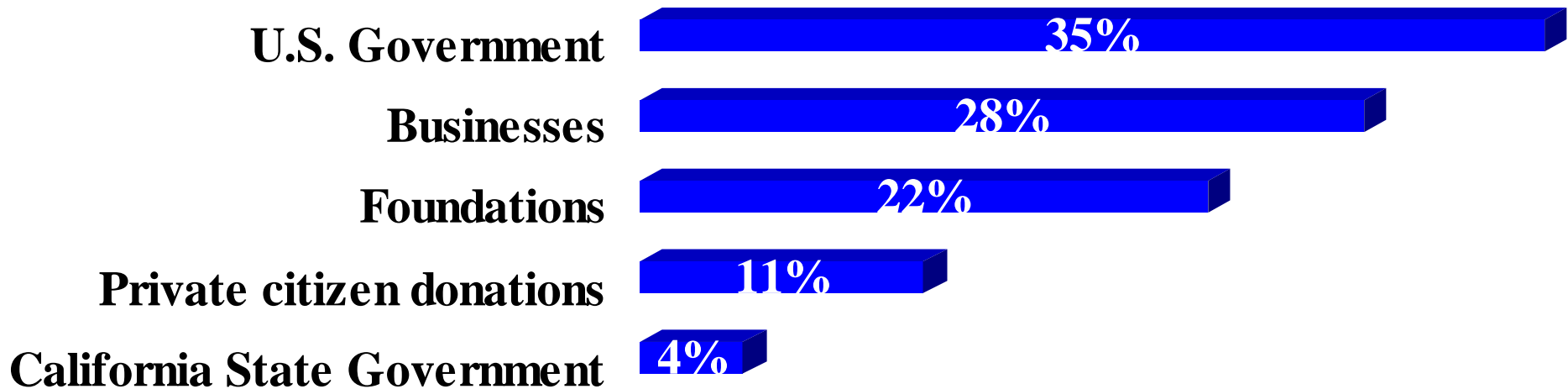
Would you be willing to pay \$1 per week more in state taxes if you knew for sure that it would go towards California investing more in global health?



Source: California Global Health Survey November 2008  
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# Public and Private Sources Should Fund Global Health Research

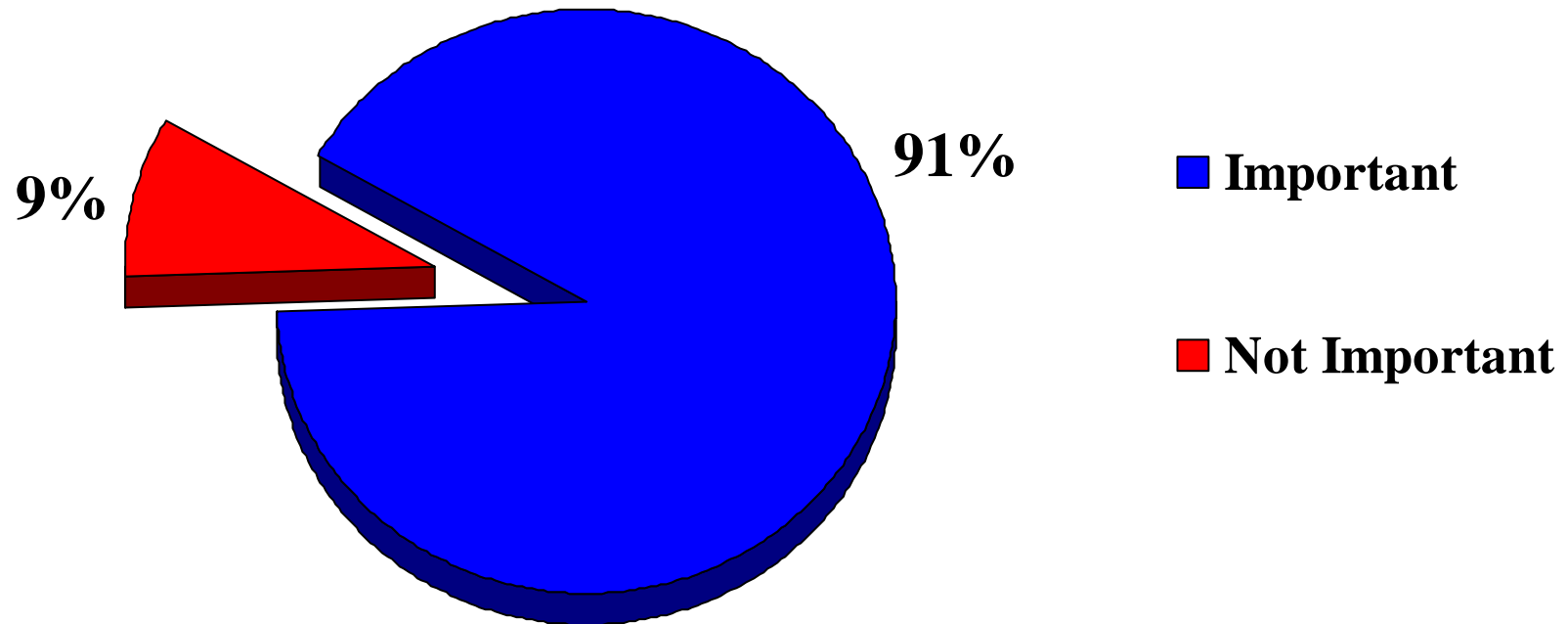
Who should be primarily responsible for funding global health research?



Source: California Global Health Survey November 2008  
Charlton Research Company for Research!America

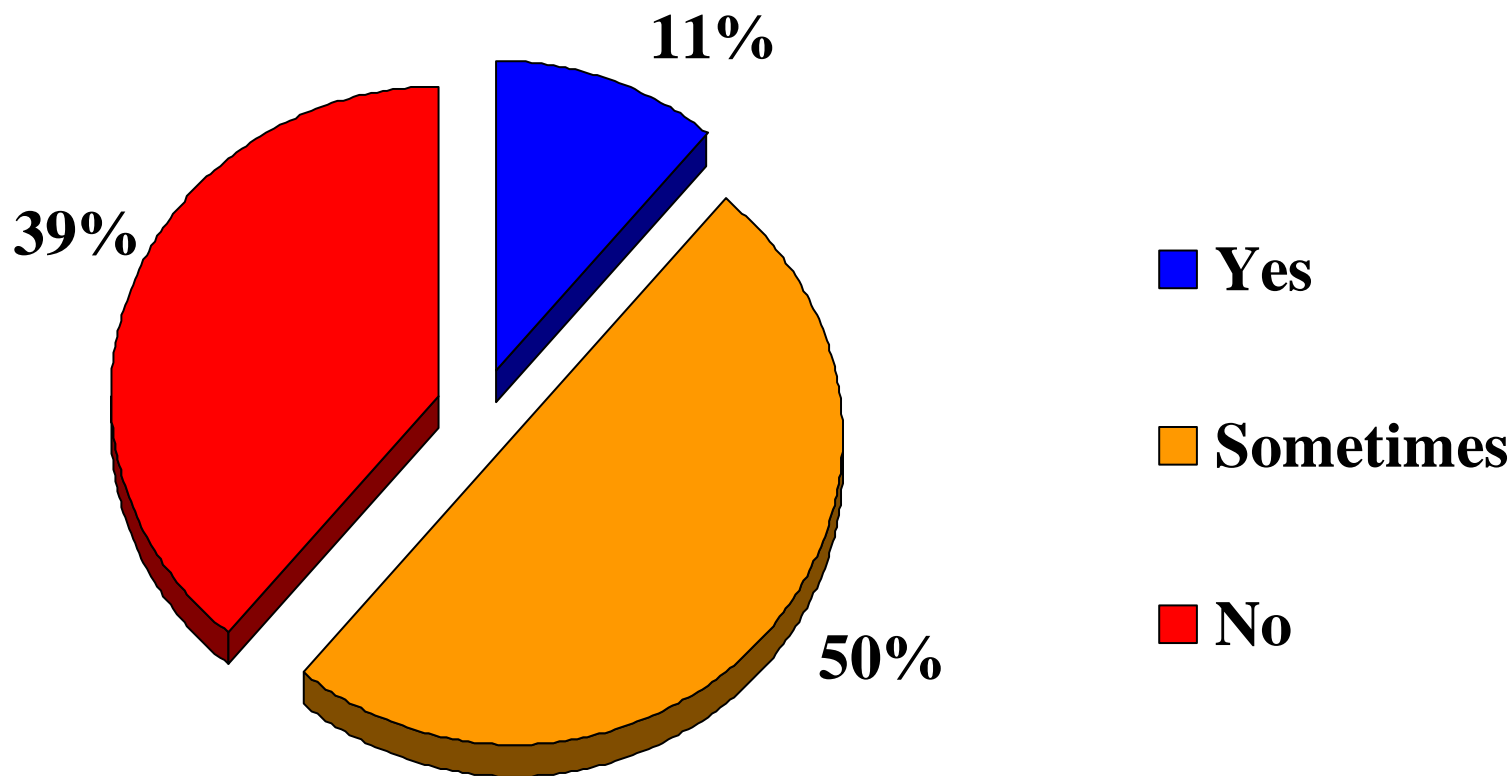
# Research Spending is Crucial to California's Economy

In terms of jobs and incomes, how important do you think spending money on scientific research is to California's economy?



# Elected Officials Positions on Global Health Research Largely Unknown

Do you feel well informed about how your elected officials vote on issues pertaining to funding global health research?



Source: California Global Health Survey November 2008  
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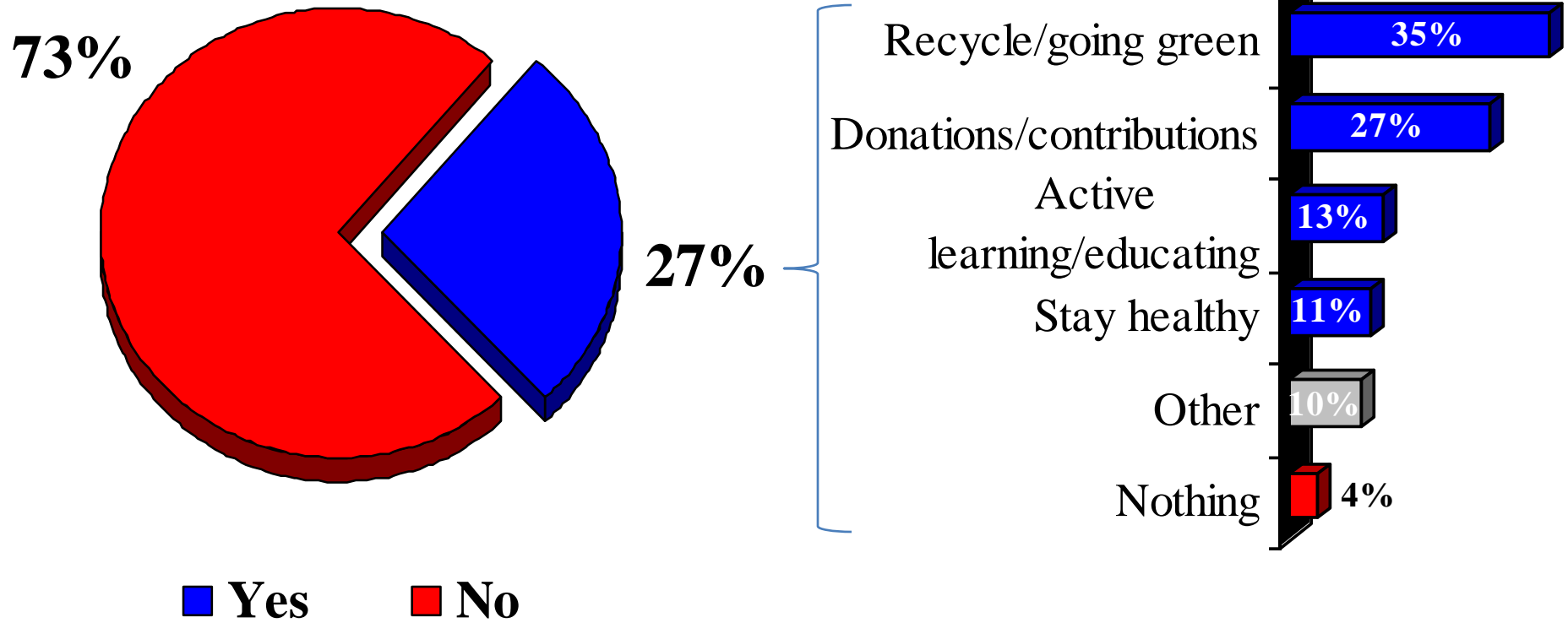
# Internet and Television Primary Sources for Constituents

What is your primary source for how your elected officials vote on issues pertaining to funding global health research? (*total mentions n=608*)

<b>Internet</b>	<b>80%</b>
<b>Television</b>	<b>70</b>
<b>Newspapers</b>	<b>55</b>
<b>Friends/family</b>	<b>38</b>
<b>Radio</b>	<b>29</b>
<b>Magazines</b>	<b>26</b>
<b>Other</b>	<b>3</b>

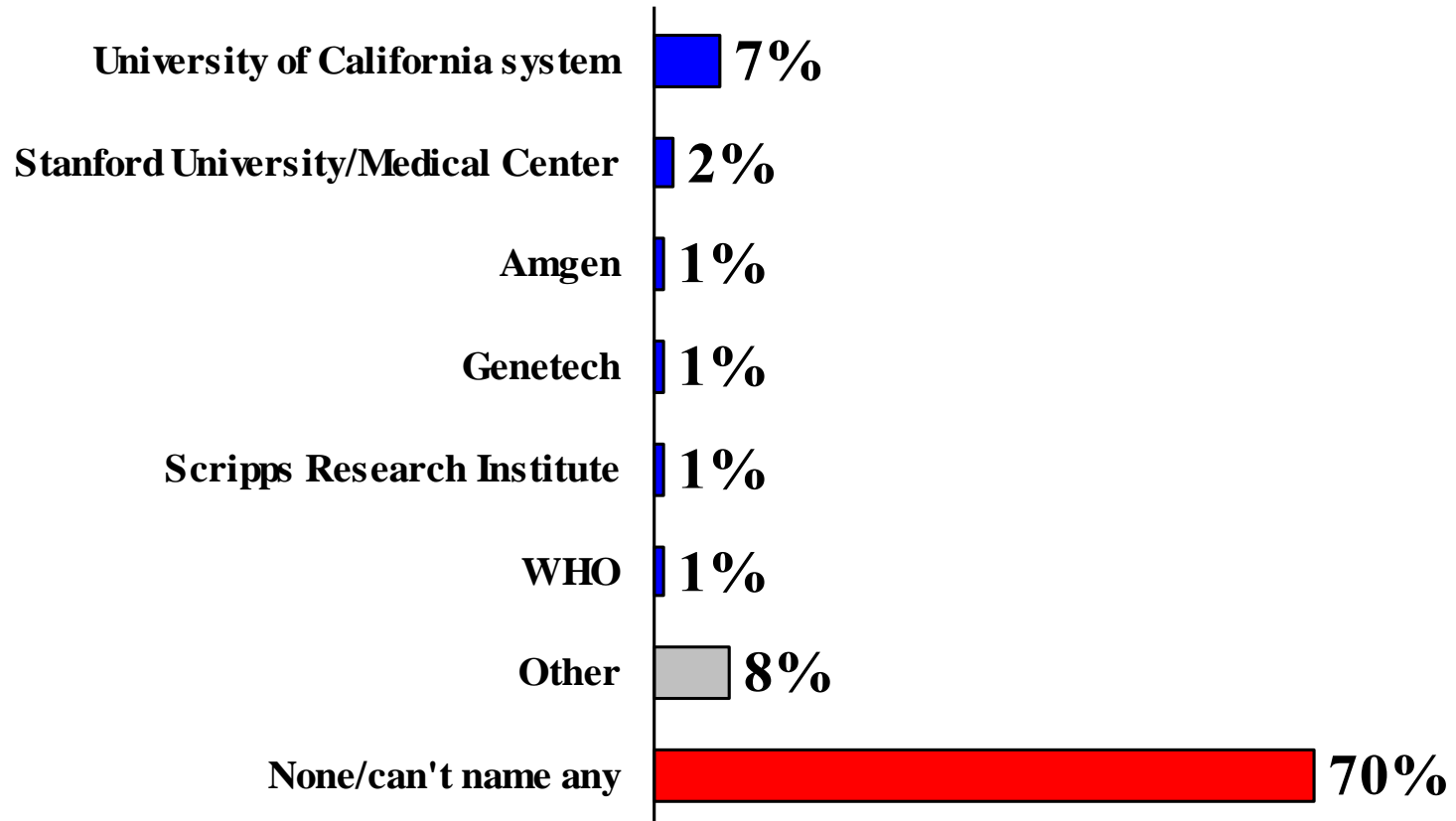
# Few Californians Actively Involved

Are you currently doing something that you think will improve global health? If yes, what?  
*first mentions n=270*



# Most Californians Not Aware Who Conducts Global Health Research

Do you know of any institutions, companies or organizations in your area where global health research is conducted? (*first mentions*)

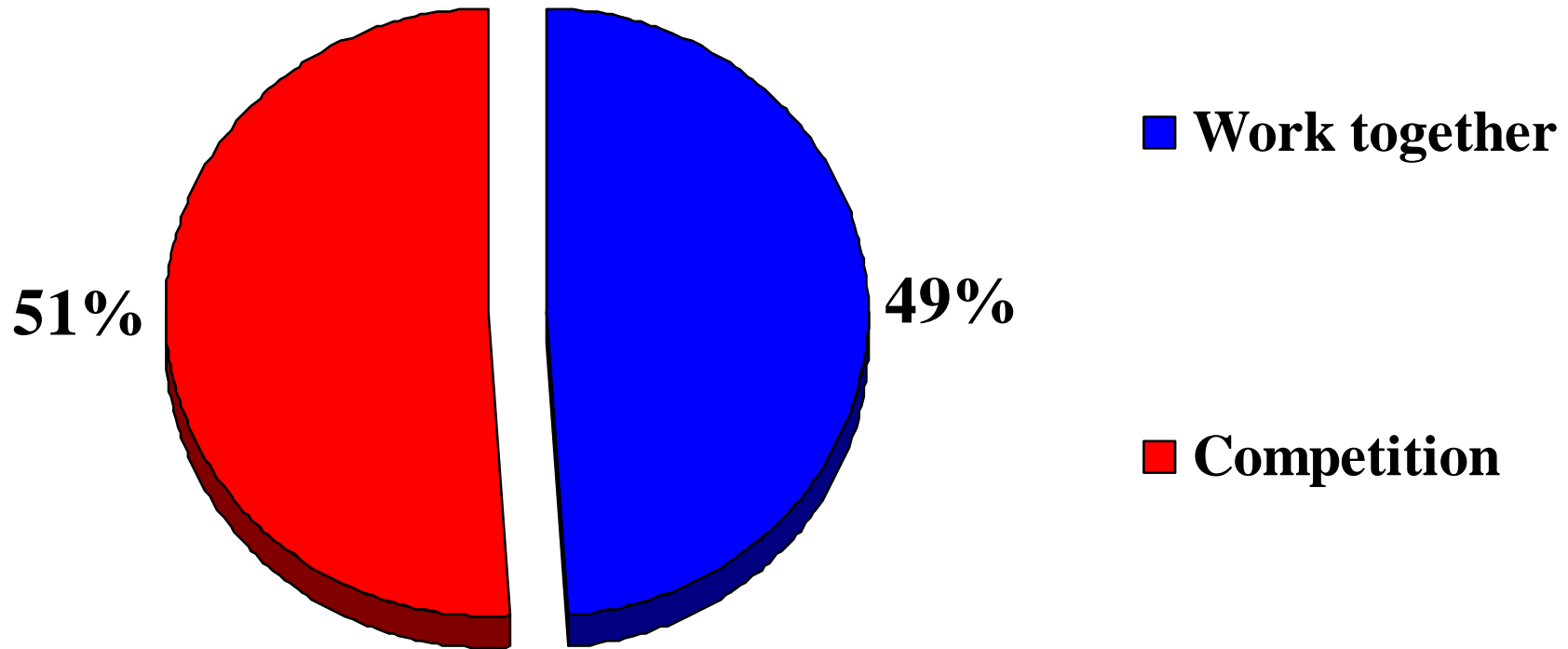


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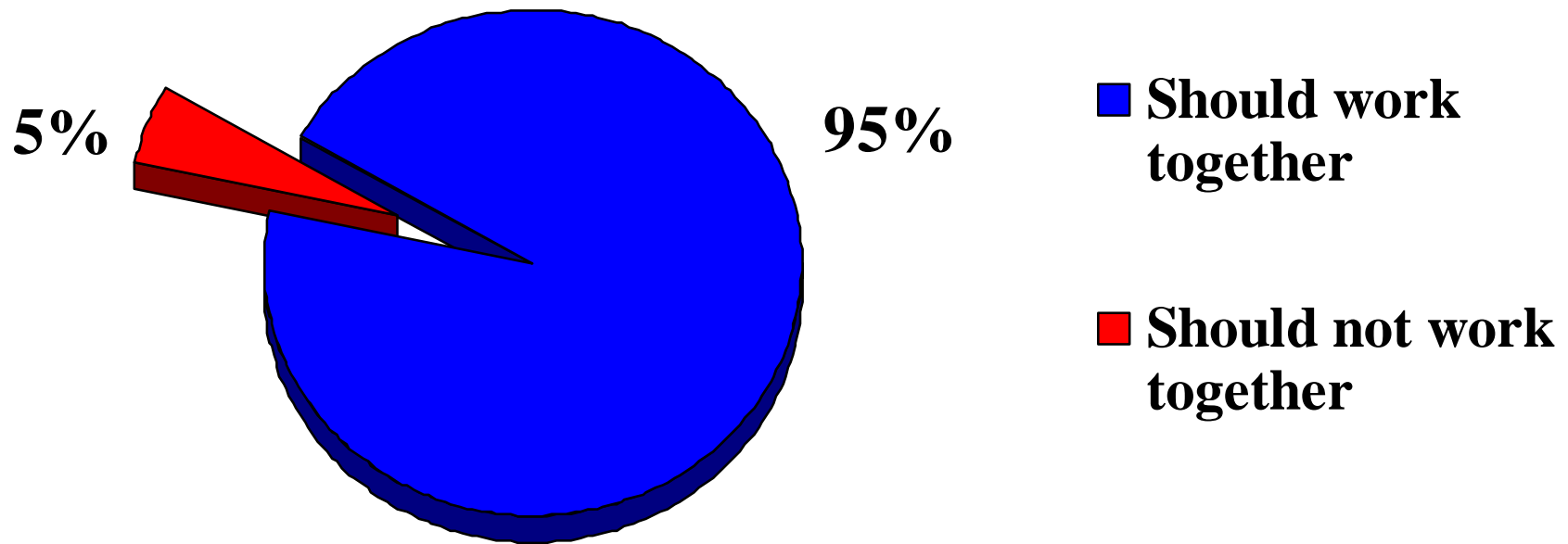
# Competition or Cooperation in Global Health Research?

Do you think the different types of institutions conducting global health research in this country, such as government, universities, and private industry, work together to develop new treatments and cures, or do you think they are in competition?



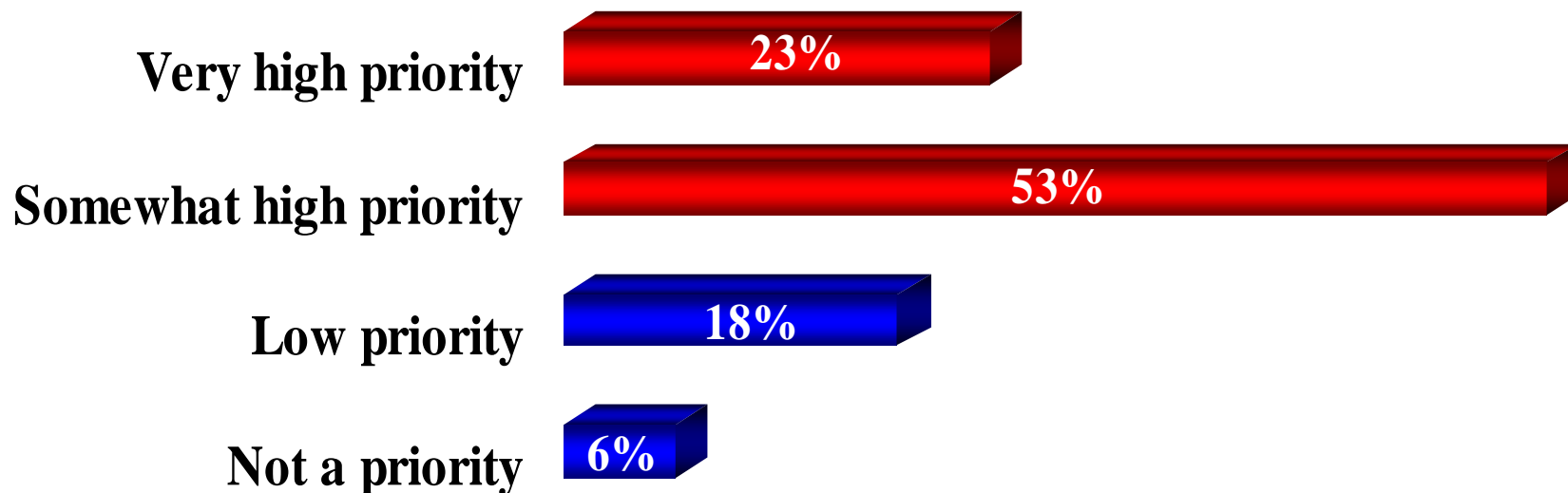
# Californians Think Research Institutions *Should* Work Together

Do you think the different types of institutions conducting global health research in this country, such as government, universities, and the private industry, *should* work together to develop new treatments and cures?



# Californians Want School of Global Health in U.C. System

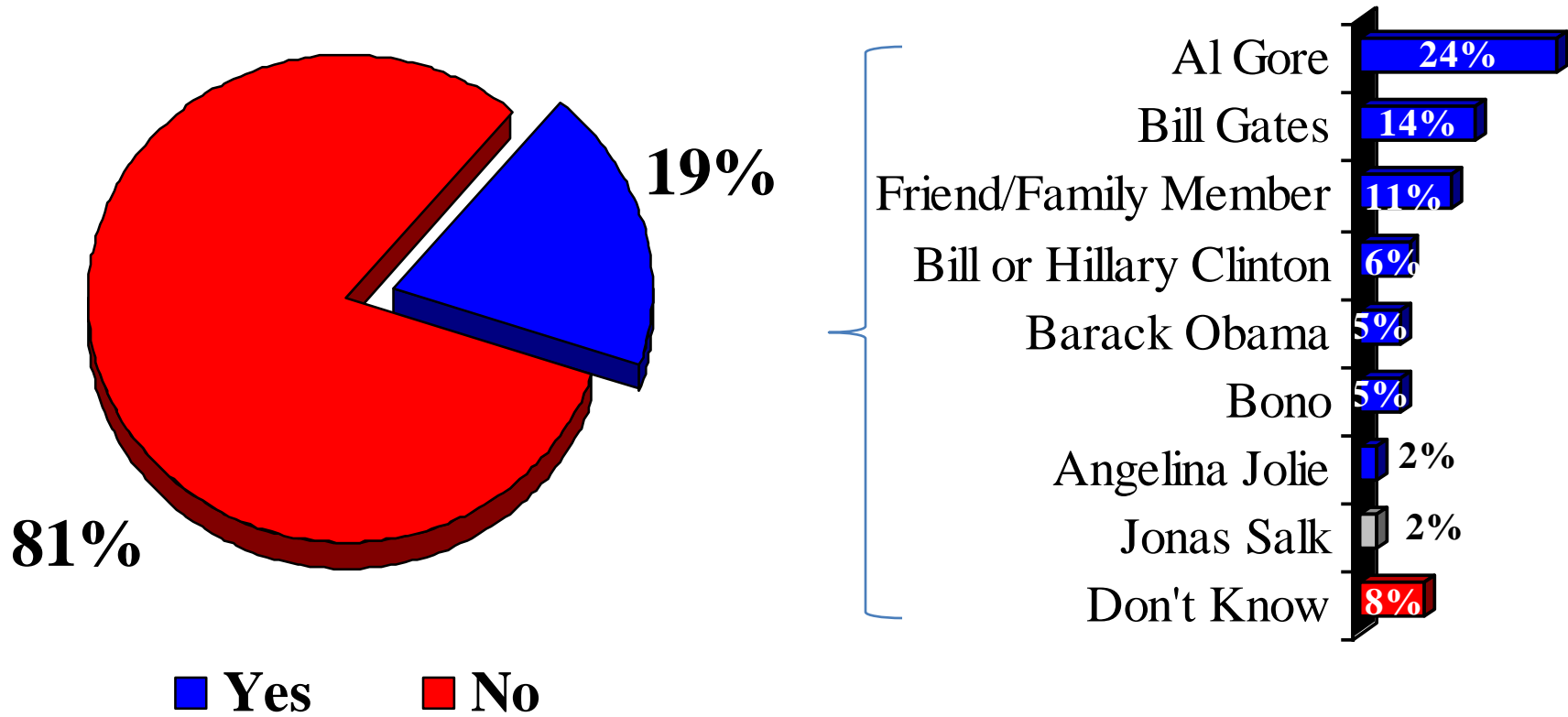
How high of a priority should it be to establish a degree-granting School of Global Health for the University of California system?



Source: California Global Health Survey November 2008  
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# Very Few Californians Can Identify Global Health Spokespeople

Is there a person who comes to mind when you think about global health? If yes, who?  
(total mentions n=195)





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