A long-standing commitment to innovation has made ours the most productive nation in history. Unfortunately, there are now many indications that we might be losing our competitive edge. This has evoked a sense of national crisis and reminded us of our responsibility for the vitality and success of coming generations. The Council on Competitiveness declares that we must “innovate or abdicate,” and the 2005 National Academies’ Rising Above the Gathering Storm report calls for a renewed national commitment to science, spurring response at the highest levels of our government. Data reported in this volume confirm public awareness and support for sustaining our nation’s innovation edge.

Since 1992, Research!America has listened to and reported on Americans’ views on these and other research-related topics. Although they differ on many topics, Americans agree on the value and necessity of investing in research that drives our economy and improves our health. That investment has never been more important as the specter of rising health care costs looms large. PARADE magazine has asked us to explore Americans’ attitudes on aging and longevity as the first wave of Baby Boomers turns 60 in 2006. Initial data from this year-long commitment appears in this volume.

We greatly appreciate the ongoing support of the United Health Foundation, which for seven years has allowed us to produce and distribute annual volumes of “America Speaks.” We are proud to present our findings on behalf of the 125 million-plus voices of the 500 member organizations of the Research!America alliance.

A Message from Research!America’s Leadership

Research is an essential component of our nation’s future health and economic prosperity.
<table>
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<tr>
<th>Page</th>
<th>Section Title</th>
</tr>
</thead>
<tbody>
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<td>2</td>
<td>Leadership</td>
</tr>
<tr>
<td>5</td>
<td>Investment and Economic Impact</td>
</tr>
<tr>
<td>10</td>
<td>Better Health Care Through Research</td>
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<td>13</td>
<td>Prevention and Public Health</td>
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<td>17</td>
<td>Issues Impacting Research</td>
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<td>21</td>
<td>The Research Enterprise</td>
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<td>24</td>
<td>Aging and Longevity</td>
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<tr>
<td>28</td>
<td>Clinical Research</td>
</tr>
<tr>
<td>32</td>
<td>Survey Methodology/Additional Resources</td>
</tr>
<tr>
<td>33</td>
<td>Research!America Board of Directors</td>
</tr>
</tbody>
</table>

Look for new questions, trend changes and new topics.
“To keep America the world’s most competitive and innovative nation, we must continue to lead the world in human talent and creativity.”

President George W. Bush
February 4, 2006, weekly radio address

“As a member of the U.S. Senate, it is incumbent upon me to hear the public voice about important issues. Research!America, through its national surveys, gives me added evidence of the importance of medical and health research to our citizenry—information necessary to make informed decisions where the public’s welfare is concerned.”

Senator Arlen Specter
CHAIRMAN
Appropriations Subcommittee on Labor, Health and Human Services, Education and Related Agencies

“Research!America’s polls reiterate the strong public support for medical and health research. Such data help Congress justify continued investment in research.”

Senator Tom Harkin
RANKING MEMBER
Appropriations Subcommittee on Labor, Health and Human Services, Education and Related Agencies
U.S. Should Be Global Leader in Medical and Health Research

How important do you think it is that the U.S. is a global leader in medical and health research?

78% VERY IMPORTANT
17% SOMEWHAT IMPORTANT
4% NOT IMPORTANT
1% DON'T KNOW

Confidence in U.S. Institutions

How much confidence do you have in the following institutions in this country?

How much confidence do you have in the following institutions in this country?

(% RESPONDING “HIGH TO COMPLETE CONFIDENCE”)

<table>
<thead>
<tr>
<th>Institution</th>
<th>Confidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Military</td>
<td>77%</td>
</tr>
<tr>
<td>Medical community</td>
<td>69%</td>
</tr>
<tr>
<td>Scientific community</td>
<td>68%</td>
</tr>
<tr>
<td>Organized religion</td>
<td>58%</td>
</tr>
<tr>
<td>Corporations</td>
<td>35%</td>
</tr>
<tr>
<td>Congress</td>
<td>32%</td>
</tr>
<tr>
<td>Media</td>
<td>29%</td>
</tr>
</tbody>
</table>

Source: National Survey, 2006
Charlton Research Company for Research!America
U.S. Performance in Science and Math Education

Do you think the U.S. is performing well or performing poorly compared to other nations in terms of science and math education?

TAKING OUR PULSE: THE PARADE/RESEARCH!AMERICA HEALTH POLL
CHARLTON RESEARCH COMPANY, 2005

Very Important for U.S. to Educate and Train Researchers

How important is it for the U.S. to educate and train individuals qualified to conduct medical, health and scientific research?

TAKING OUR PULSE: THE PARADE/RESEARCH!AMERICA HEALTH POLL
CHARLTON RESEARCH COMPANY, 2005
“We must ensure for future generations that America continues to be the innovation leader of the world. Investing in research and development is a critical part of optimizing our nation for innovation, a process that will require strong leadership and involvement from government, industry, academia and labor. We must choose whether to innovate or abdicate.”

Representative Frank Wolf
CHAIRMAN
Appropriations Subcommittee on Science, State, Justice and Commerce

“The highest investment priority in Washington should be to increase the federal budget for scientific research. No other federal expenditure would create more jobs and wealth or do more to strengthen our world leadership, protect the environment and promote better health and education for all Americans. For the security of our future, we must make this investment now.”

The Honorable Newt Gingrich
FORMER SPEAKER OF THE HOUSE
National Priorities

In terms of national priorities, would you say each of the following is very important, somewhat important, not very important, or not at all important?

(\% RESPONDING "VERY AND SOMEWHAT IMPORTANT")

<table>
<thead>
<tr>
<th>Priority</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>99%</td>
</tr>
<tr>
<td>Jobs</td>
<td>99%</td>
</tr>
<tr>
<td>Social Security and Medicare</td>
<td>97%</td>
</tr>
<tr>
<td>Disaster preparedness</td>
<td>96%</td>
</tr>
<tr>
<td>National defense</td>
<td>95%</td>
</tr>
<tr>
<td>Health-related research</td>
<td>95%</td>
</tr>
<tr>
<td>Homeland security</td>
<td>92%</td>
</tr>
<tr>
<td>Tax cuts</td>
<td>79%</td>
</tr>
</tbody>
</table>

SOURCE: NATIONAL SURVEY, 2006
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

Research Important to U.S. Economy

How important do you think medical and health research is to the U.S. economy?

- Important: 94%
- Not Important: 4%
- Don't Know: 2%

SOURCE: NATIONAL SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA
Americans Want Increased Funding

Over the past several decades, U.S. investment in medical and health research has steadily increased. Recently, Congress voted to cut overall federal funding for this research.

Some people say: Current U.S. funding for medical and health research is sufficient and other budget items are higher priorities now.

Other people say: Increasing U.S. funding for medical and health research now is essential to our future health and economic prosperity.

Which of these statements more closely reflects your opinion?

58% INCREASE FUNDING
37% CURRENT FUNDING SUFFICIENT
5% DON’T KNOW

SOURCE: NATIONAL SURVEY, 2006
CHARLTON RESEARCH COMPANY FOR RESEARCH/AMERICA

Americans Want More Spent on Medical and Health Research

Currently, about 6 cents out of each health dollar spent in the U.S. goes for medical and health research. How many cents out of each health dollar do you think we should spend?

| 7 cents or more | 58% |
| 5-6 cents | 24% |
| 0-4 cents | 7% |
| Don’t know | 11% |

SOURCE: NATIONAL SURVEY, 2006
CHARLTON RESEARCH COMPANY FOR RESEARCH/AMERICA
Americans Willing to Pay More for Medical Research

“YES” RESPONSE HAS REMAINED HIGH SINCE 2004.

Would you be willing to pay $1 per week more in taxes if you were certain that all the money would be spent for additional medical research, or not?

63% YES 34% NO 3% DON’T KNOW

SOURCE: NATIONAL SURVEY, 2006
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

Investment in Research Important for Job Creation and Incomes

In terms of job creation and incomes, how important do you think it is to invest in scientific research?

57% VERY IMPORTANT 36% SOMewhat IMPORTANT 5% NOT IMPORTANT 2% DON’T KNOW

SOURCE: NATIONAL SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA
Strong Support for Basic Research

“Even if it brings no immediate benefits, basic science research which advances the frontiers of knowledge is necessary and should be supported by the federal government.” Please tell me if you agree or disagree with this statement?

79% AGREE
16% DISAGREE
5% DON'T KNOW

SOURCE: NATIONAL SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCH|AMERICA

Managing Costs: Commitment to Research Should Be Higher

As we look for ways to manage health care costs in our country, do you think that the national commitment to health-related research should be higher, lower, or about the same as it is now?

51% HIGHER
41% ABOUT THE SAME
5% LOWER
3% DON'T KNOW

SOURCE: NATIONAL SURVEY, 2006
CHARLTON RESEARCH COMPANY FOR RESEARCH|AMERICA
“Scientifically based decisions and actions regarding health care choices are essential. Today, it is more obvious than ever that the cornerstone for improving our health system is the adoption of evidence-based medicine as the standard for care decisions and action.”

William W. McGuire, MD
CHAIRMAN AND CHIEF EXECUTIVE OFFICER
UnitedHealth Group

“Research!America’s polling tells us that Americans want their health care services to be based on the best and most recent research available. That is AHRQ’s mission, to ensure research is translated into practice so it can improve people’s lives.”

Carolyn M. Clancy, MD
DIRECTOR
Agency for Healthcare Research and Quality
Americans Believe Health Care Should Be Based On Research

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

95% YES
4% NO
1% DON’T KNOW

SOURCE: NATIONAL SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCHAMERICA

Americans Value Research Designed to Improve Health Care

How valuable is research that looks for ways to prevent medical errors and improve the health care system?

76% VERY VALUABLE
20% SOMewhat VALUABLE
3% NOT VALUABLE
1% DON’T KNOW

SOURCE: NATIONAL SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCHAMERICA
U.S. Investment in Health Services Research Is Very Important

A type of research called health services research seeks to translate discoveries from research into medical practice. How important do you think it is for the U.S. to invest in health services research?

SOURCE: NATIONAL SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

Americans Want More Spent on Health Services Research

Currently, much less than one cent out of each health dollar spent in the U.S. is spent on research that helps translate discoveries into medical practice. How much of each health dollar do you think we should spend?

<table>
<thead>
<tr>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Much more</td>
<td>20%</td>
</tr>
<tr>
<td>Somewhat more</td>
<td>36%</td>
</tr>
<tr>
<td>About the same</td>
<td>35%</td>
</tr>
<tr>
<td>Somewhat less</td>
<td>2%</td>
</tr>
<tr>
<td>Much less</td>
<td>1%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>6%</td>
</tr>
</tbody>
</table>

SOURCE: NATIONAL SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA
“Through Research!America polls, Americans express their support for prevention and public health research. Research is a core function of CDC’s mission and is central to protecting the health and safety of our nation.”

Julie L. Gerberding, MD, MPH
DIRECTOR
Centers for Disease Control and Prevention

“Research!America provides the public health community with powerful advocacy tools. In particular, their polls convey that Americans understand the link between research and better health.”

William L. Roper, MD, MPH
CHIEF EXECUTIVE OFFICER
University of North Carolina Health Care System
Americans Want More Spent on Prevention and Public Health Research

Currently, about one cent out of each health dollar spent in the U.S. goes for prevention and public health research. How many cents out of each health dollar do you think we should spend?

<table>
<thead>
<tr>
<th>3 cents or more</th>
<th>67%</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 cents</td>
<td>10%</td>
</tr>
<tr>
<td>1 cent</td>
<td>10%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>13%</td>
</tr>
</tbody>
</table>

77% said at least twice as much should be spent on prevention and public health research.

Investment in Research Important to CDC’s Mission

The Centers for Disease Control and Prevention or CDC is the federal agency charged with protecting the health and safety of people in the U.S. and abroad. The CDC’s mission is to promote health and quality of life by preventing and controlling disease, injury, and disability. How important is it for the U.S. government to invest in research that helps the CDC to fulfill its mission?

68% | Very Important
26% | Somewhat Important
5%  | Not Important
1%  | Don’t Know

Source: National Survey, 2005
Charlton Research Company for Research!America
U.S. Should Invest in State and Local Health Departments

Would you support or oppose increasing federal funding for state and local health departments across the country that are expected to prepare for and respond to threats to our health?

Very Important for U.S. to Educate and Train Public Health Experts

How important is it for the U.S. to educate and train individuals qualified to serve as state and local public health officers and others responsible for protecting community health?
Investing in New Ways to Prevent Injury Important to U.S.

How important do you think it is for the U.S. to invest in new ways to prevent injury?

SOURCE: NATIONAL INJURY SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA AND SAFEUSA

44% VERY IMPORTANT
35% SOMEWHAT IMPORTANT
19% NOT IMPORTANT
2% DON’T KNOW

Important to Eliminate Health Disparities

Studies show that certain health problems such as diabetes, heart disease and infant mortality happen more often among people with lower incomes and among minorities. How important do you feel it is to conduct medical or health research to understand and eliminate these differences?

SOURCE: AGGREGATE 2001–2005
HARRIS INTERACTIVE FOR RESEARCH!AMERICA
“Cure today may be just a theory, a hope, a dream. But the promise is powerful enough that I believe this research deserves our increased energy and focus. Embryonic stem cell research must be supported. It’s time for a modified policy — the right policy for this moment in time.”

Senator Bill Frist, MD
SENATE MAJORITY LEADER

“Now science has presented us with a hope called stem cell research, which may provide our scientists with many answers that have for so long been beyond our grasp. I just don’t see how we can turn our backs on this.”

Nancy Reagan
FORMER FIRST LADY
Barriers to Research

Some people believe medical research should be making more progress. Do you feel the following is a reason why we are not making more progress in medical research?

<table>
<thead>
<tr>
<th>Reason</th>
<th>Yes, It Is a Reason</th>
<th>No, It Is Not a Reason</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Too many regulatory barriers</td>
<td>61%</td>
<td>31%</td>
<td>3%</td>
</tr>
<tr>
<td>Restrictions on types of research such as stem cell</td>
<td>55%</td>
<td>36%</td>
<td>9%</td>
</tr>
<tr>
<td>Not spending enough money</td>
<td>53%</td>
<td>41%</td>
<td>6%</td>
</tr>
<tr>
<td>R&amp;D tax burden too high</td>
<td>44%</td>
<td>44%</td>
<td>12%</td>
</tr>
<tr>
<td>Not enough researchers</td>
<td>36%</td>
<td>52%</td>
<td>12%</td>
</tr>
</tbody>
</table>

SOURCE: NATIONAL SURVEY, 2006
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

Influencing How Government Medical Research Funds Are Spent

Which of the following do you feel should have the most influence on how government medical research funds are spent? Would it be...

<table>
<thead>
<tr>
<th>Choice</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scientists</td>
<td>50%</td>
</tr>
<tr>
<td>Patients</td>
<td>41%</td>
</tr>
<tr>
<td>Elected officials</td>
<td>5%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>4%</td>
</tr>
</tbody>
</table>


SOURCE: NATIONAL SURVEY, 2006
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA
Majority of Americans Favor Federal Funding for Embryonic Stem Cell Research

Do you favor or oppose federal funding for medical research using embryonic stem cells?

FAVOR 57%  
OPPOSE 35%  
DON’T KNOW 8%

TAKING OUR PULSE: THE PARADE/RESEARCH!AMERICA HEALTH POLL  
CHARLTON RESEARCH COMPANY, 2005

Americans Favor Research Using Discarded Embryos

Which of these statements comes closer to your view?

Some people say: Stem cell research using excess embryos from fertility clinics does not pose an ethical dilemma because the embryos would have otherwise been discarded.

Other people say: Stem cell research using excess embryos from fertility clinics poses an ethical dilemma because they are potentially viable human embryos.

NO DILEMMA 56%  
YES DILEMMA 35%  
DON’T KNOW 9%

TAKING OUR PULSE: THE PARADE/RESEARCH!AMERICA HEALTH POLL  
CHARLTON RESEARCH COMPANY, 2005
Therapeutic Cloning Should Be Allowed

Therapeutic cloning is the use of cloning technology to help in the search for possible cures and treatments for diseases and disabilities. Do you think that research into therapeutic cloning should be allowed?

- **YES**: 59%
- **NO**: 35%
- **DON’T KNOW**: 6%

*TAKING OUR PULSE: THE PARADE/RESEARCH!AMERICA HEALTH POLL
CHARLTON RESEARCH COMPANY, 2005*

Reproductive Cloning Should Not Be Allowed

Reproductive cloning is the use of cloning technology to create a child. Do you think that research into reproductive cloning should be allowed?

- **YES**: 16%
- **NO**: 79%
- **DON’T KNOW**: 5%

*TAKING OUR PULSE: THE PARADE/RESEARCH!AMERICA HEALTH POLL
CHARLTON RESEARCH COMPANY, 2005*
“Those of us who fund the innovative, but relatively immature enterprises are taking a chance, it’s true, but we view this as a very necessary investment in the future of mankind and that gives us courage.”

Steven Burrill
CHIEF EXECUTIVE OFFICER
Burrill and Company

“The conclusion is clearly and unequivocally that medical research is worth the cost.”

David Culter, PhD
PROFESSOR OF ECONOMICS
Harvard University
Americans Think Research Institutions Should Work Together

Do you think the institutions conducting medical research in this country, such as government, universities and the pharmaceutical industry, should work together to develop new treatments and cures?

95% Should work together
4% Should not work together
1% Don’t know

SOURCE: NATIONAL SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCHAMERICA

Congress Should Encourage Industry to Conduct More Medical Research

Congress should support tax and regulatory policies that encourage private industries to conduct more medical research. Do you agree or disagree with that idea?

74% Agree
21% Disagree
5% Don’t know

SOURCE: NATIONAL SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCHAMERICA
Americans Willing to Spend More for Research

Would you be willing to pay $1 more for each prescription drug if you were certain that all the money would be spent for additional research?

* "YES" RESPONSE HAS INCREASED SIGNIFICANTLY SINCE 2005.

57% YES
41% NO
2% DON’T KNOW

SOURCE: NATIONAL SURVEY, 2006
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

Improved Medical Technology Very Valuable

From at-home pregnancy tests to MRIs, modern medicine is moving away from invasive procedures.

How valuable is it for the U.S. to invest in these types of advances in diagnostics and imaging techniques?

* NEW QUESTION

58% VERY VALUABLE
34% SOMewhat VALUABLE
6% NOT VALUABLE
2% DON’T KNOW

TAKING OUR PULSE: THE PARADE/RESEARCH!AMERICA HEALTH POLL
CHARLTON RESEARCH COMPANY, 2006
“Americans have concerns about aging and health, but they have an even stronger belief that healthy aging is possible with preventive steps like exercise and a healthy diet. Advances from medical research have brought a better quality of life to all of us, and Americans particularly see its potential as they think about their later years.”

Lee Kravitz
EDITOR-IN-CHIEF
PARADE

“And even as more Americans are living longer and better lives than ever before, we still have a ways to go. The future holds the potential for even more valuable breakthroughs and our ability to use these technologies. New sciences like genomics and better information technology hold the promise of truly personalized medicine — health care that is truly effective in preventing the complications of diseases and even preventing illnesses in the first place.”

Mark McClellan, MD, PhD
ADMINISTRATOR
Centers for Medicare and Medicaid Services
Health is #1 Concern

Thinking about the prospect of living to a very old age, what one thing would you worry about most?

- Poor, declining, failing health: 37%
- Financial concerns: 23%
- Dependence / Burden on family / Living in a nursing home: 13%
- Losing mental abilities: 5%
- Other: 14%
- No worries / Don’t know: 8%

Losing Mental Capacity is Greatest Fear

When you think about aging, what do you fear more: diminished physical ability or losing mental capacity?

- Losing mental capacity: 62%
- Diminished physical ability: 29%
- Don’t know: 9%

TAKING OUR PULSE: THE PARADE/RESEARCH!AMERICA HEALTH POLL
CHARLTON RESEARCH COMPANY, 2005
High Expectations for Medical Breakthroughs

Please tell me whether you think the following medical breakthroughs will occur within the next 20 years.

<table>
<thead>
<tr>
<th>Breakthrough</th>
<th>% Responding</th>
</tr>
</thead>
<tbody>
<tr>
<td>A cure for diabetes</td>
<td>65%</td>
</tr>
<tr>
<td>A cure for Parkinson’s disease</td>
<td>59%</td>
</tr>
<tr>
<td>A cure for Alzheimer’s disease</td>
<td>54%</td>
</tr>
<tr>
<td>A cure for heart disease</td>
<td>52%</td>
</tr>
<tr>
<td>A cure for cancer</td>
<td>48%</td>
</tr>
<tr>
<td>A cure for AIDS</td>
<td>47%</td>
</tr>
</tbody>
</table>

Research to Lengthen Life is Valuable

How valuable do you think it is for scientists to do research specifically designed to lengthen life?

- VERY VALUABLE: 42%
- SOMewhat VALUABLE: 43%
- NOT VALUABLE: 14%
- DON’T KNOW: 1%

SOURCE: LONGEVITY POLL, 2005 CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA
Americans Willing to Pay More For Research

Would you be willing to pay $1 per week in taxes if you were certain that the money would be spent on research to prevent, treat and cure diseases and disabilities that primarily affect older Americans, or not?

64% YES
31% NO
5% DON’T KNOW

SOURCE: LONGEVITY POLL, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

Health Care for All Americans is Very Important

In terms of national priorities, how important is providing health care coverage for all Americans?

78% VERY IMPORTANT
14% SOMewhat IMPORTANT
7% NOT IMPORTANT
1% DON’T KNOW

SOURCE: LONGEVITY POLL, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA
“Our investment in understanding disease and disability returns dividends in longer, healthier lives. We must continue to make major inroads in fighting humanity’s most enduring illnesses and work to confront emerging threats.”

Elias Zerhouni, MD
DIRECTOR
National Institutes of Health

“All research is an investment — you have to invest money and effort with the hope and expectation that it will pay off for the patient as soon as possible.”

Robert Wood Johnson, IV
BUSINESSMAN AND OWNER OF THE NEW YORK JETS
As quoted in Arthritis Today, published by the Arthritis Foundation
Clinical Research is Valuable

How do you perceive the value of clinical research? (In clinical research, volunteers choose to participate to test the effectiveness of certain treatments, drugs or devices in improving the care of patients and understanding and preventing disease.)

*TREND CHANGE* “GREAT VALUE” RESPONSE HAS DECREASED SIGNIFICANTLY SINCE 2004.

<table>
<thead>
<tr>
<th>GREAT VALUE</th>
<th>SOME VALUE</th>
<th>NO VALUE</th>
<th>DON’T KNOW</th>
</tr>
</thead>
<tbody>
<tr>
<td>60%</td>
<td>35%</td>
<td>3%</td>
<td>2%</td>
</tr>
</tbody>
</table>

SOURCE: NATIONAL SURVEY, 2006
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

Few Participate in Clinical Research

NEW QUESTION Have you ever participated in a clinical research study?

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>15%</td>
<td>85%</td>
</tr>
</tbody>
</table>

SOURCE: NATIONAL SURVEY, 2006
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA
Majority of Americans Would Participate in Clinical Research

“LIKELY TO PARTICIPATE” RESPONSE HAS INCREASED SIGNIFICANTLY SINCE 2004.

How likely would you be to participate in a clinical research study?

- **63%** Likely
- **21%** Not Likely
- **14%** Would Not
- **2%** Don’t Know

SOURCE: NATIONAL SURVEY, 2006
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

Factors Affecting Participation in Clinical Research

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

<table>
<thead>
<tr>
<th>Institution’s reputation</th>
<th>74%</th>
<th>19%</th>
<th>6%</th>
<th>1%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve health of self/others</td>
<td>66%</td>
<td>27%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Privacy, confidentiality</td>
<td>58%</td>
<td>28%</td>
<td>13%</td>
<td>1%</td>
</tr>
<tr>
<td>Physician’s recommendation</td>
<td>48%</td>
<td>40%</td>
<td>11%</td>
<td>1%</td>
</tr>
<tr>
<td>Incentives to participate</td>
<td>12%</td>
<td>41%</td>
<td>46%</td>
<td>1%</td>
</tr>
</tbody>
</table>

“MAJOR CONCERN” RESPONSE HAS INCREASED SIGNIFICANTLY SINCE 2004.

TREND CHANGE

SOURCE: NATIONAL SURVEY, 2006
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA
Most Have Not Talked to Their Doctors About Research

Have you ever talked to your doctor about medical research?

![Chart showing 29% YES and 71% NO]

Source: National Survey, 2006
Charlton Research Company for ResearchAmerica

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Few Doctors Suggest Participation

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

![Chart showing 6% YES and 94% NO]

Source: National Survey, 2006
Charlton Research Company for ResearchAmerica
Research!America began commissioning polls in 1992 in an effort to measure and understand public support for medical, prevention, health and scientific research. The results of Research!America’s polls proved invaluable to our alliance of 500 member organizations and, in turn, to the fulfillment of our mission to make research a higher national priority. In response to growing usage and demand, Research!America has expanded its portfolio, which now includes state, national and issue-specific polling. Poll data is available by request or at our website: www.researchamerica.org.

**SURVEY METHODOLOGY**

* 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 percent. 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 percent. The data is weighted in two stages to ensure accurate representation of the U.S. adult population.
  * Figures for age, gender, race, education and income are weighted where necessary to bring them into line with population demographics.
  * “Propensity score” weighting is also used to adjust for respondents’ propensity to be online.

**ADDITIONAL RESOURCES**

For a summary of public attitudes and perceptions about health research, reference Research!America’s 2005 *JAMA* article at http://jama.ama-assn.org/cgi/content/abstract/294/11/1380.

American Cancer Society
www.cancer.org

The American Heart Association
www.amERICANheart.org

The Coalition for the Advancement of Medical Research
www.stemcellfunding.org

Charlton Research Company
www.charltonresearch.com

Harris Interactive
www.harrisinteractive.com

The Henry J. Kaiser Family Foundation
www.kff.org

National Science Board: Science and Engineering Indicators
www.nsf.org

**PARADE**
www.parade.com

Pew Charitable Trusts
www.pewtrusts.com

The Robert Wood Johnson Foundation
www.rwjf.org

United Health Foundation
www.unitedhealthfoundation.org
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