



# National Poll: Clinical Research

June 2013

Results of a New Public Opinion Poll

# National Poll on Clinical Research

The National Poll on Clinical Research was conducted online in May 2013 by Zogby Analytics for Research!America. The survey has a sample size of 1,006 U.S. adults with a theoretical sampling error of +/- 3.2%.

\*Due to rounding, the total may not add to 100 on some slides.

# Sponsors

Support for this poll was provided, in part, by the following:

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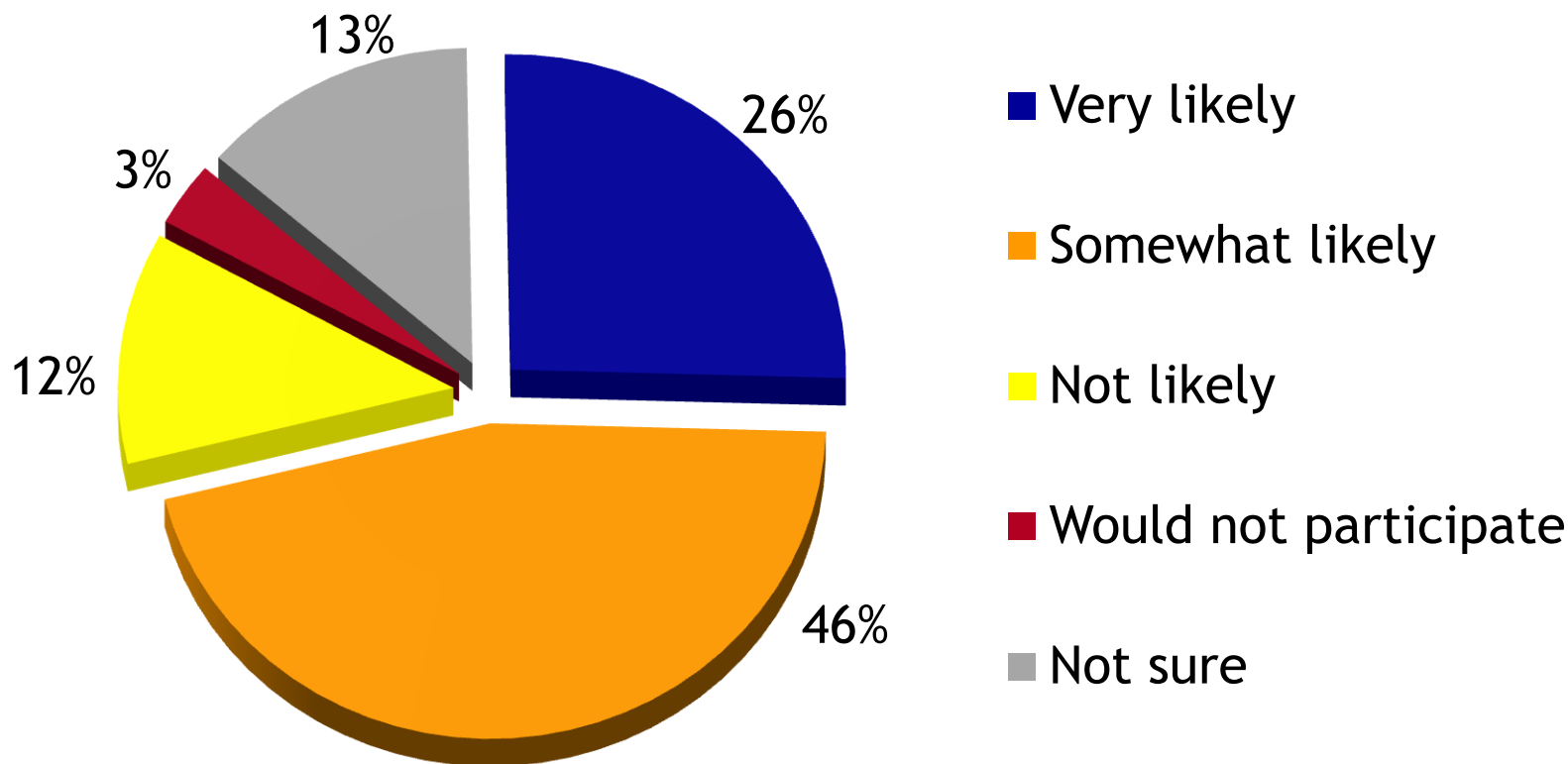


Association of Clinical  
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# Physician Recommendations Matter to Potential Participants

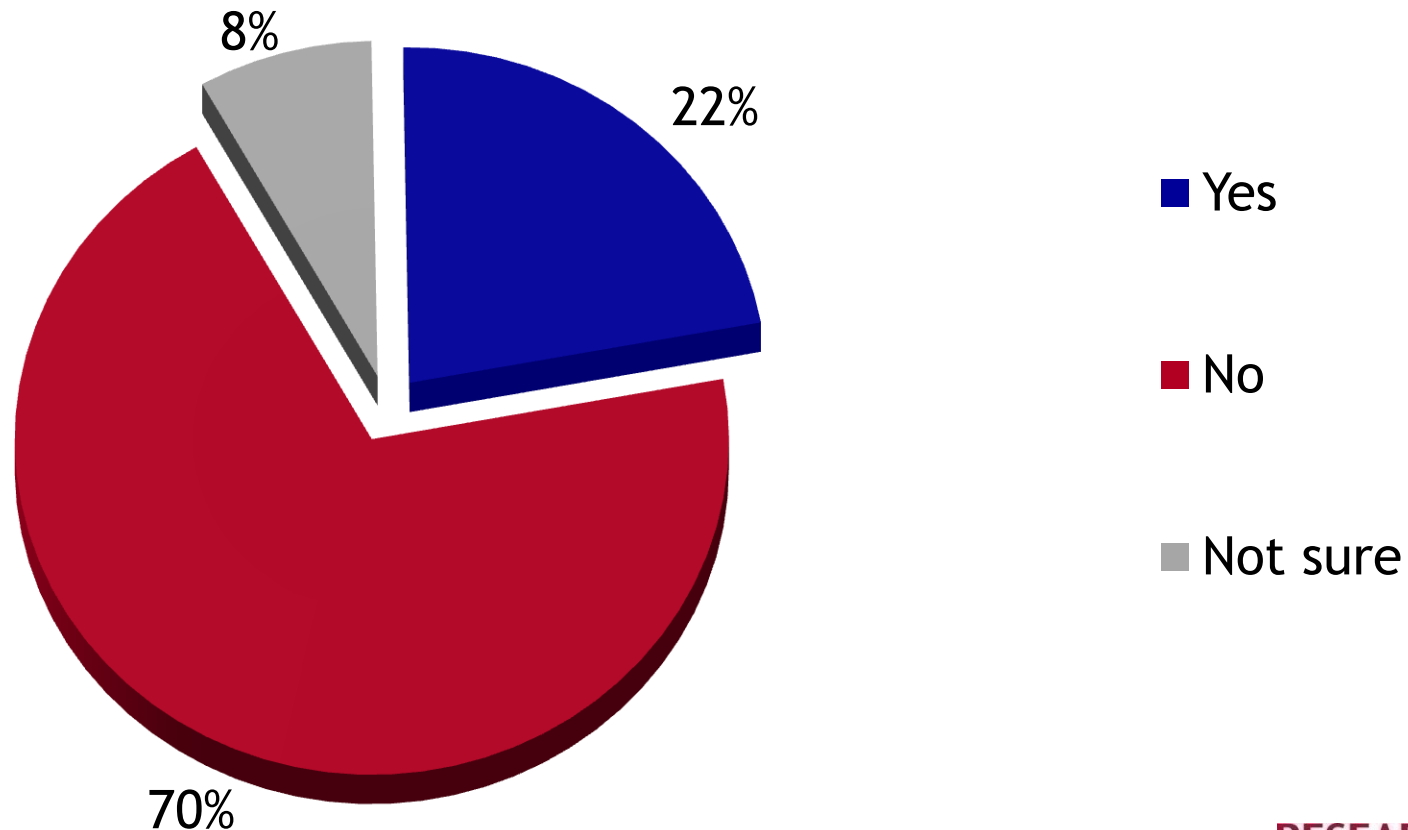
If your doctor found a clinical trial for you and recommended you join, how likely would you be to participate in a clinical trial?



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

# Seven in 10 Say Doctors Don't Talk About Medical Research

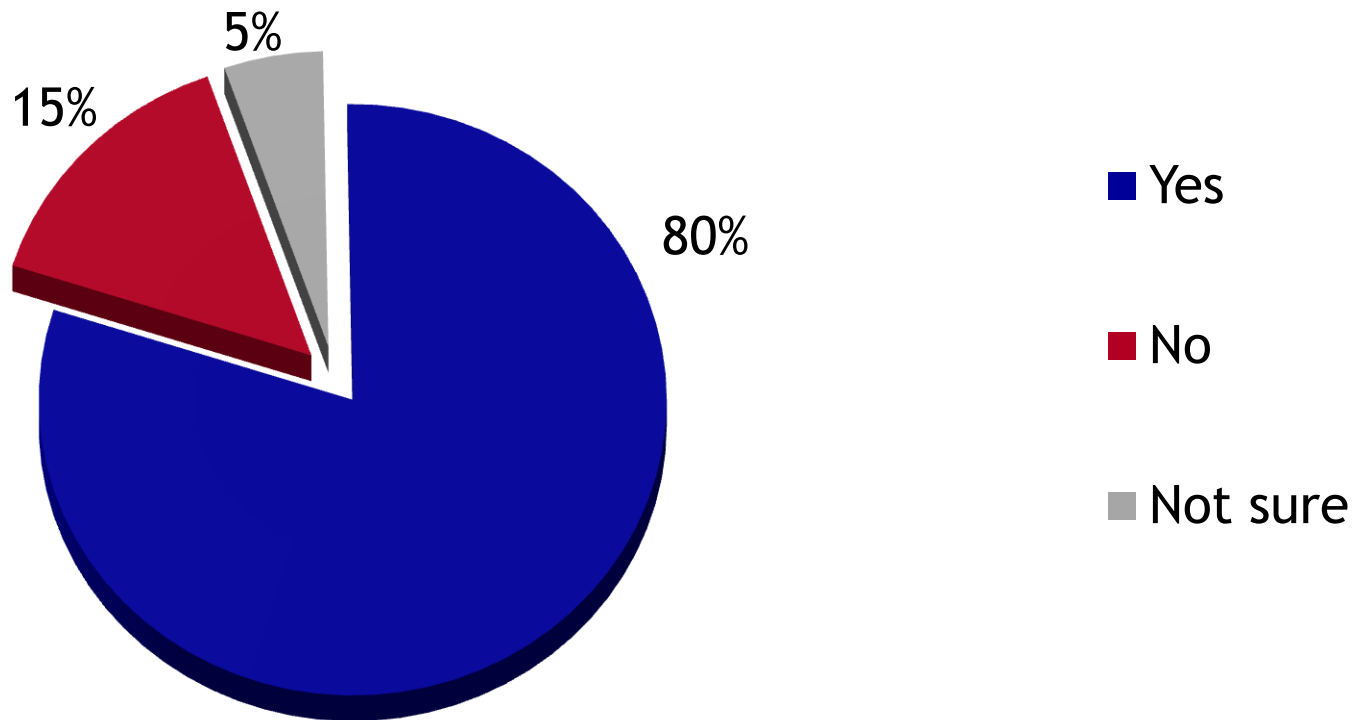
Has your doctor or other health care professional ever talked to you about medical research?



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

# 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.

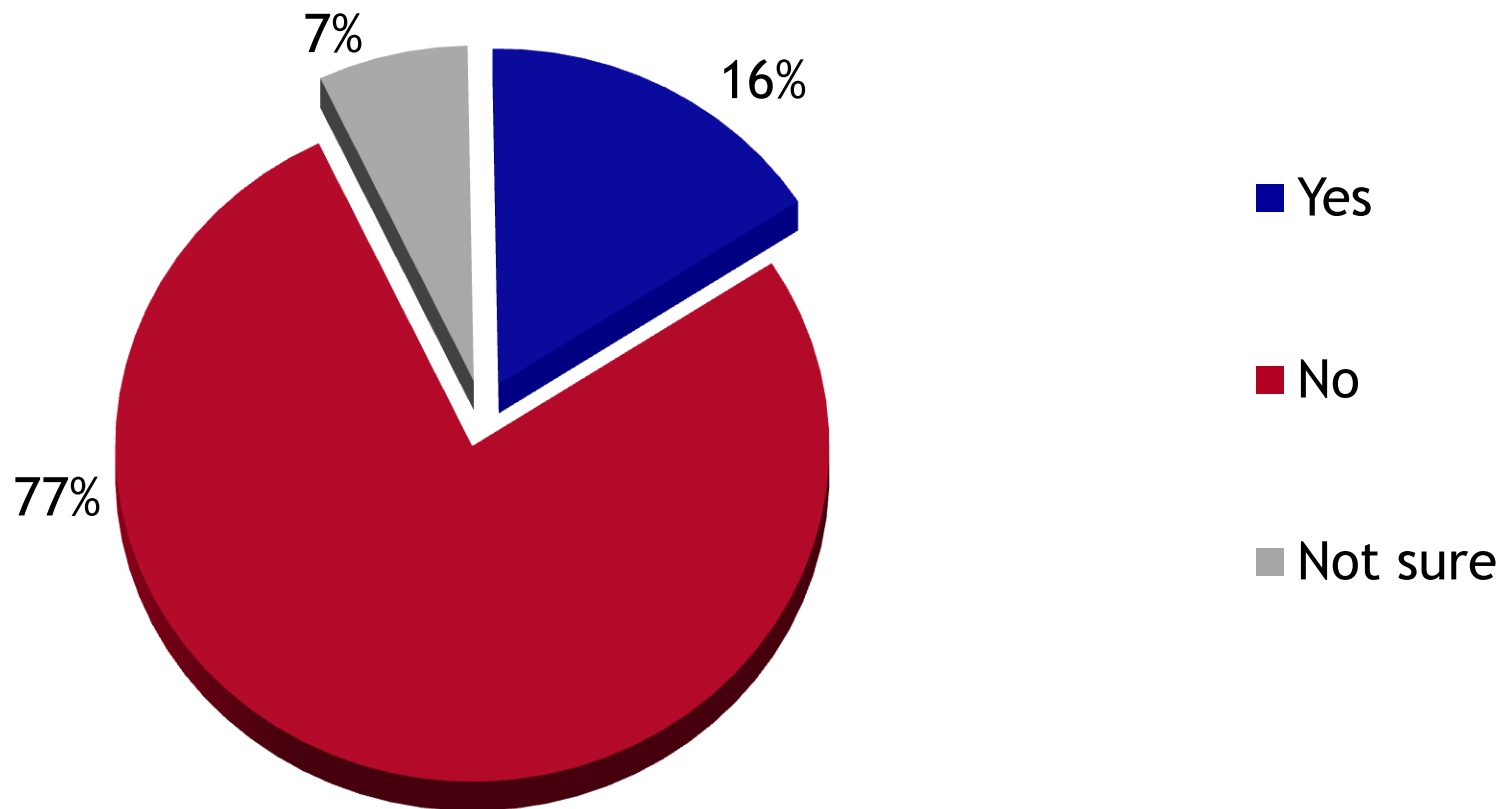
# Most Hear About Clinical Trials Through Internet, Media

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%

# Most Americans Have Not Participated in Clinical Trials

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





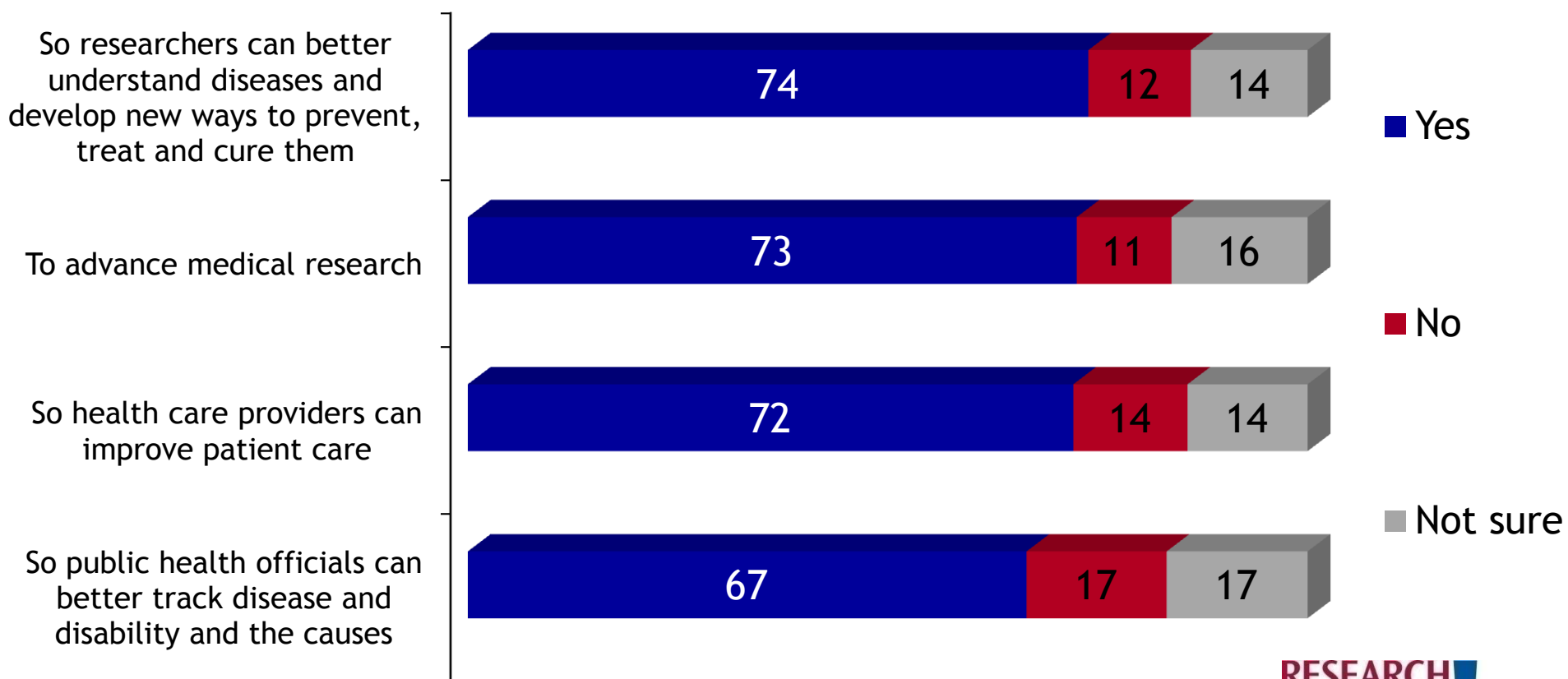
# Awareness, Trust, Risk are Barriers to Better Participation

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%

# Patients Willing to Share Health Information for a Variety of Reasons

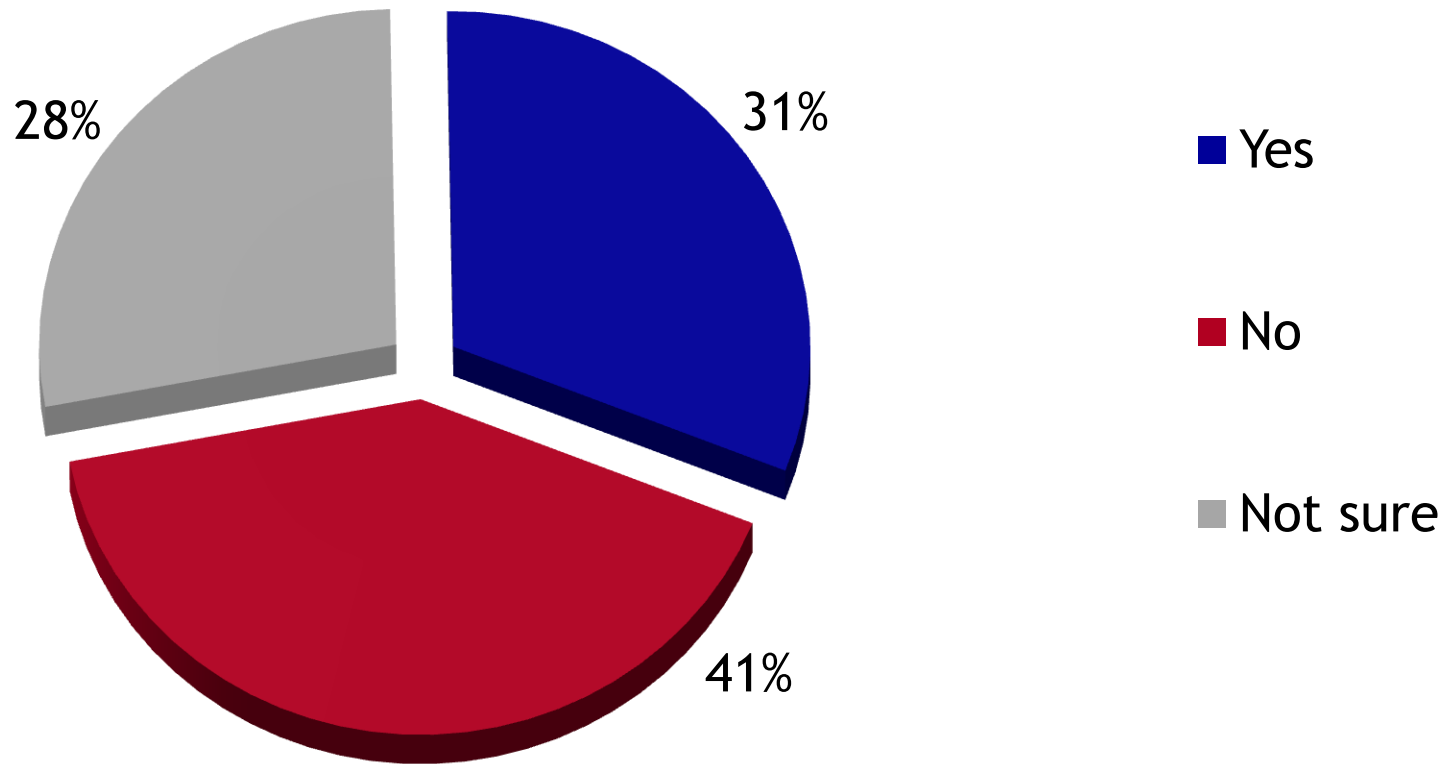
Please indicate your willingness to share your personal health information, assuming that appropriate privacy protections are in place.



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

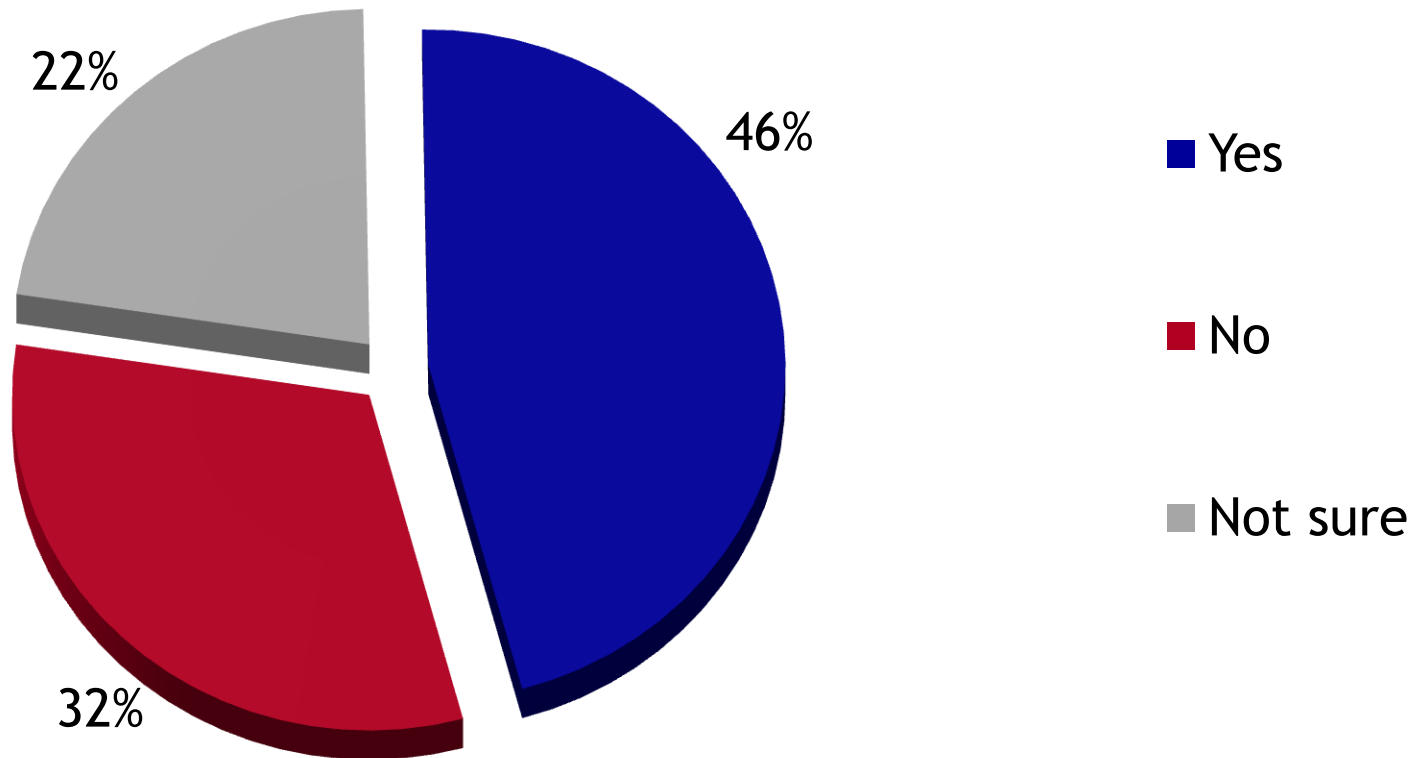
# Opinions Split on Whether Clinical Research Occurs without Consent

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



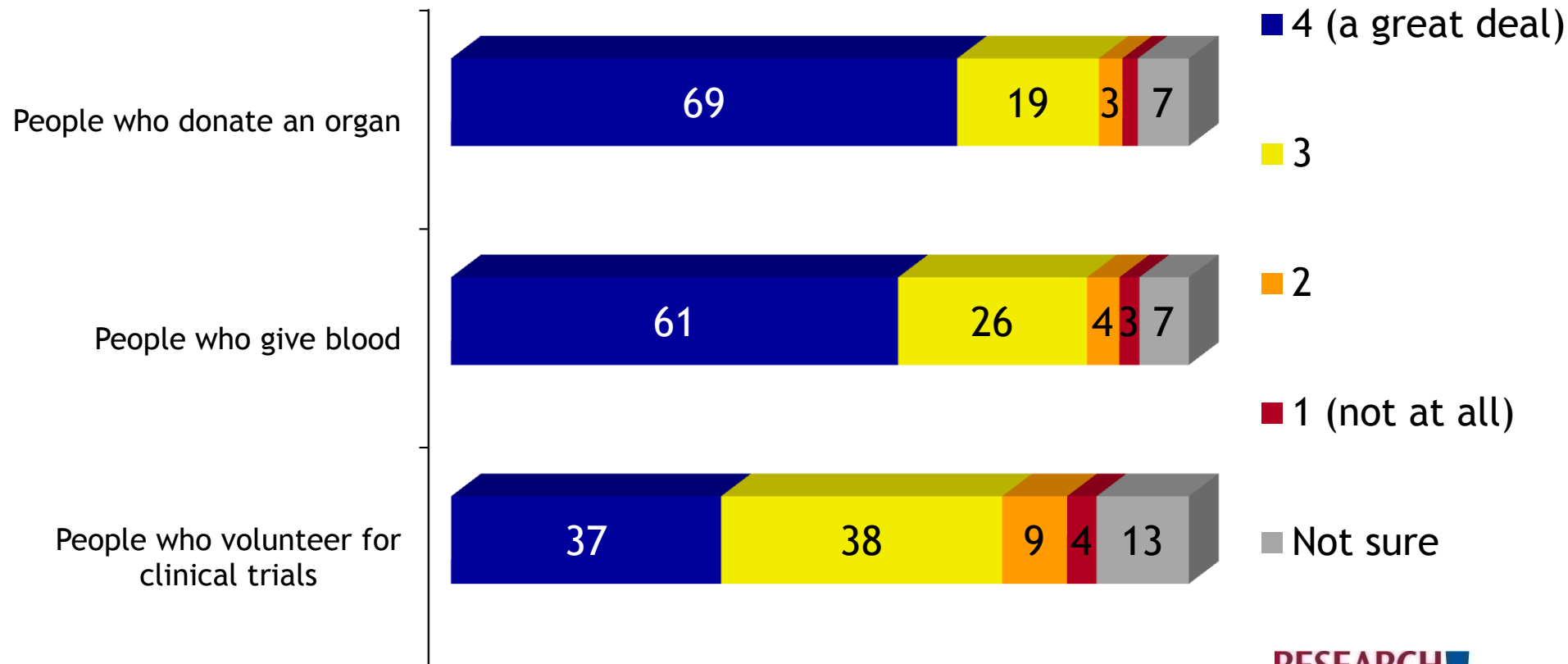
# Less Than Half Believe Health Care Services Based on Recent Research

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



# 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.

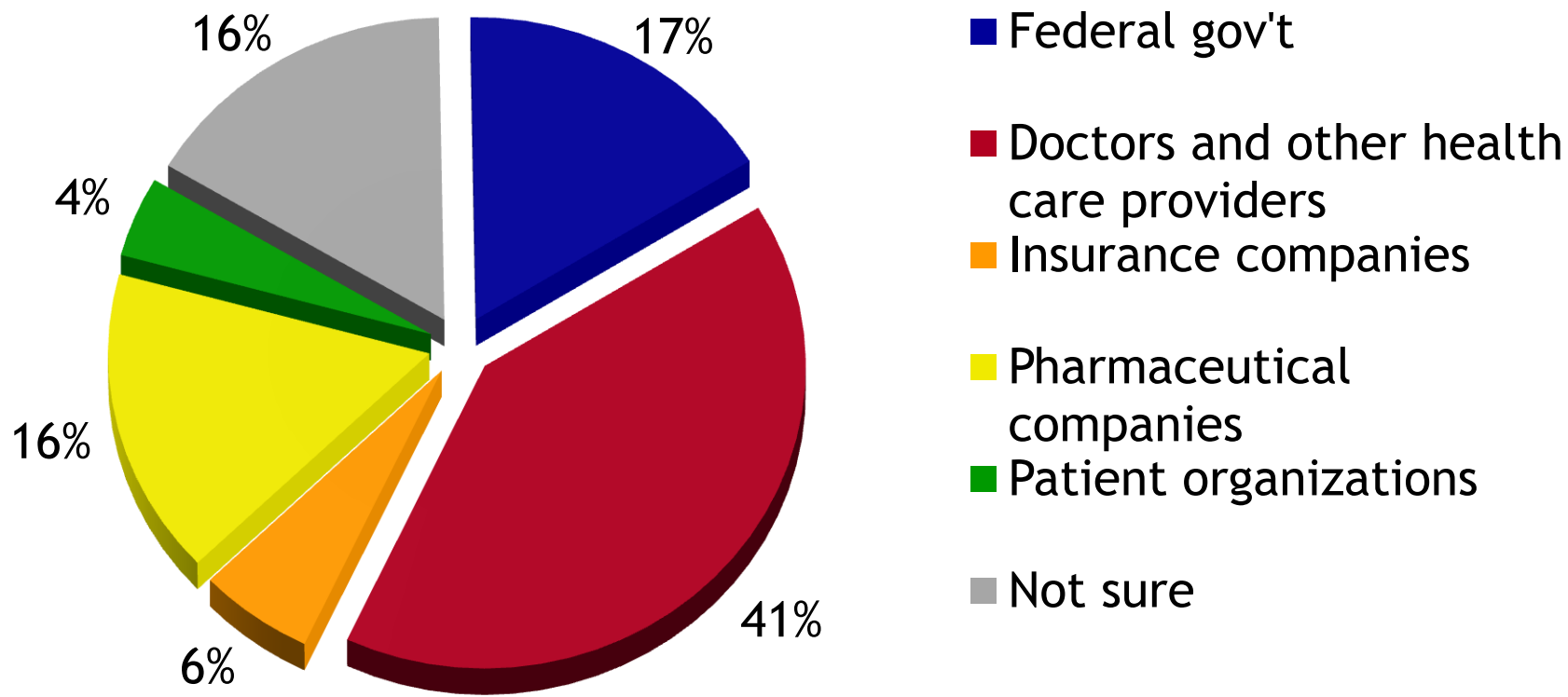
# Physicians, Internet are Preferred Sources of Info on Clinical Trials

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%

# Doctors Should Educate the Public on Clinical Trials, Americans Say

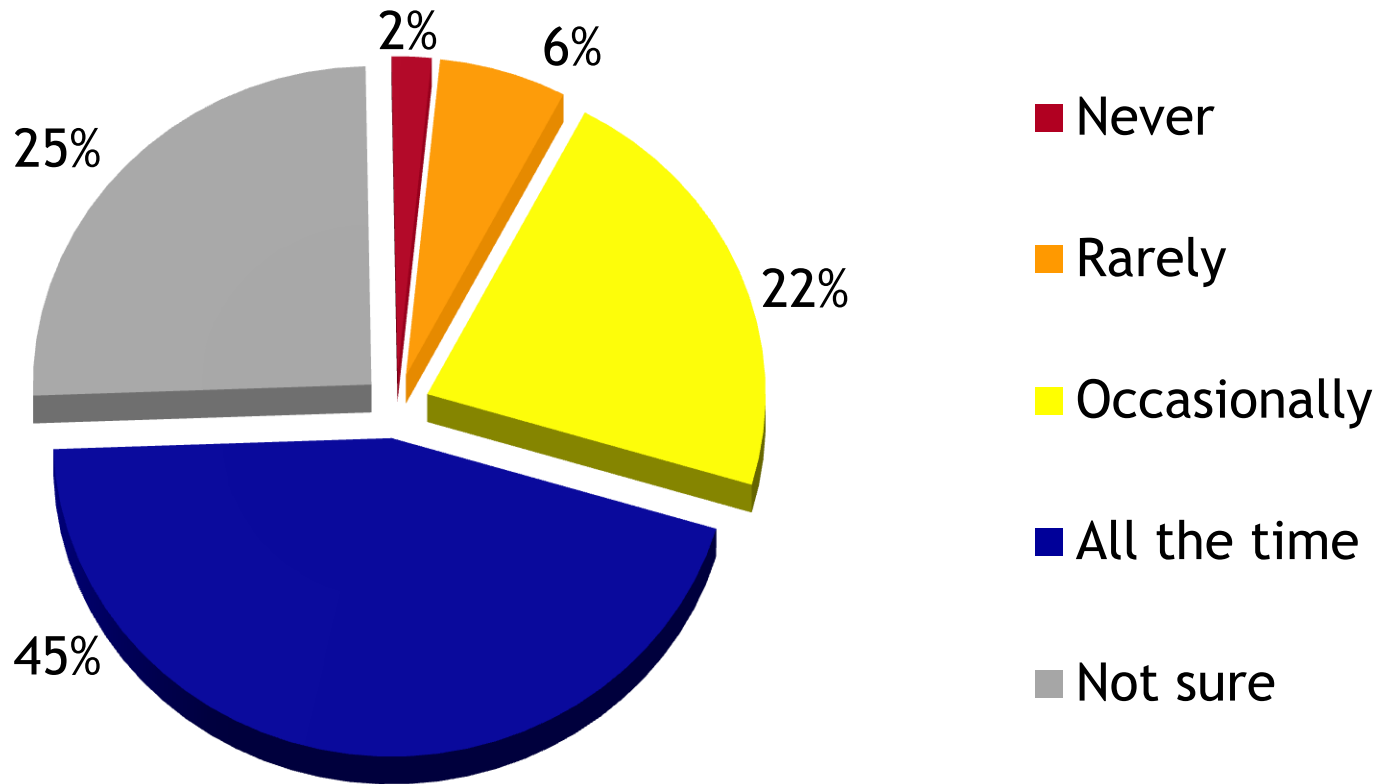
Which organizations listed below would you say has the greatest responsibility in educating the public about clinical trials?



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

# 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?

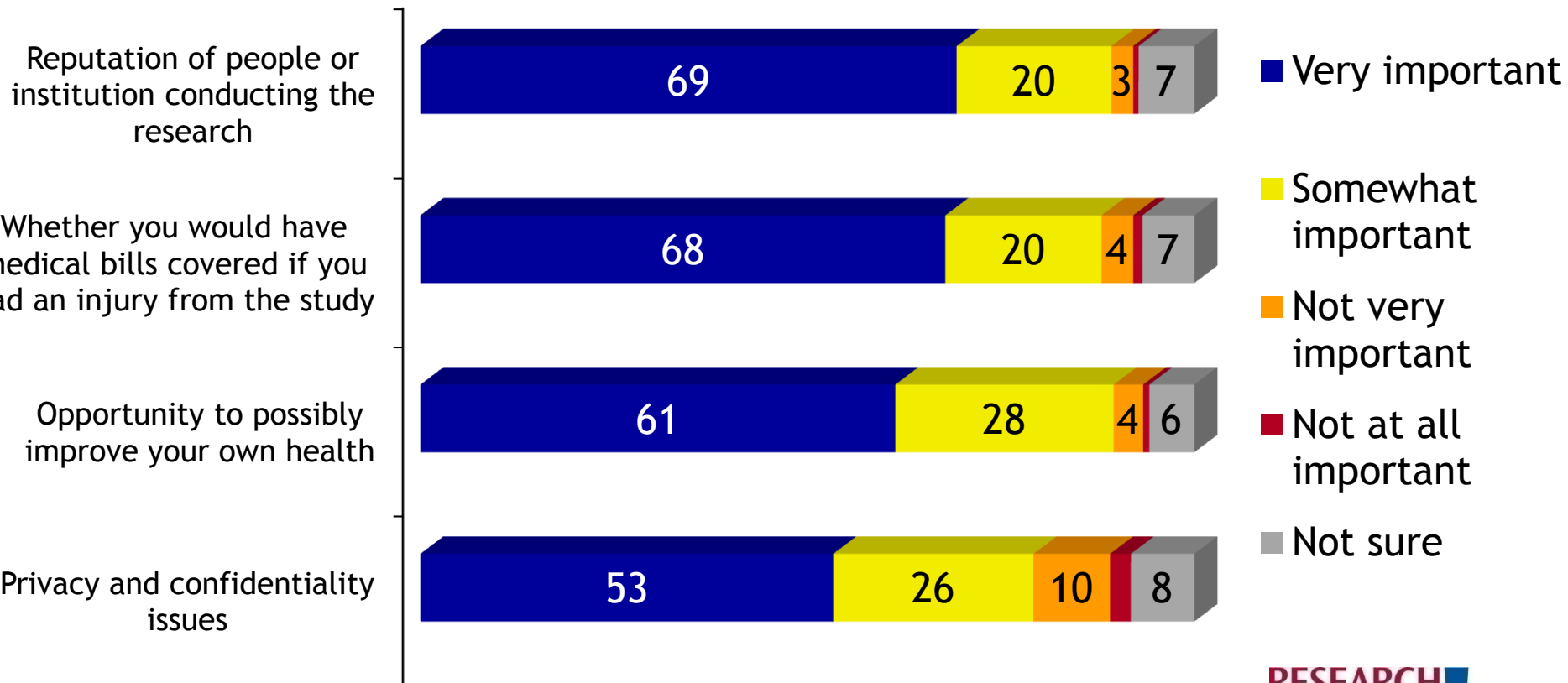


Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.



# Reputation, Coverage of Injury are Key Factors for Participation

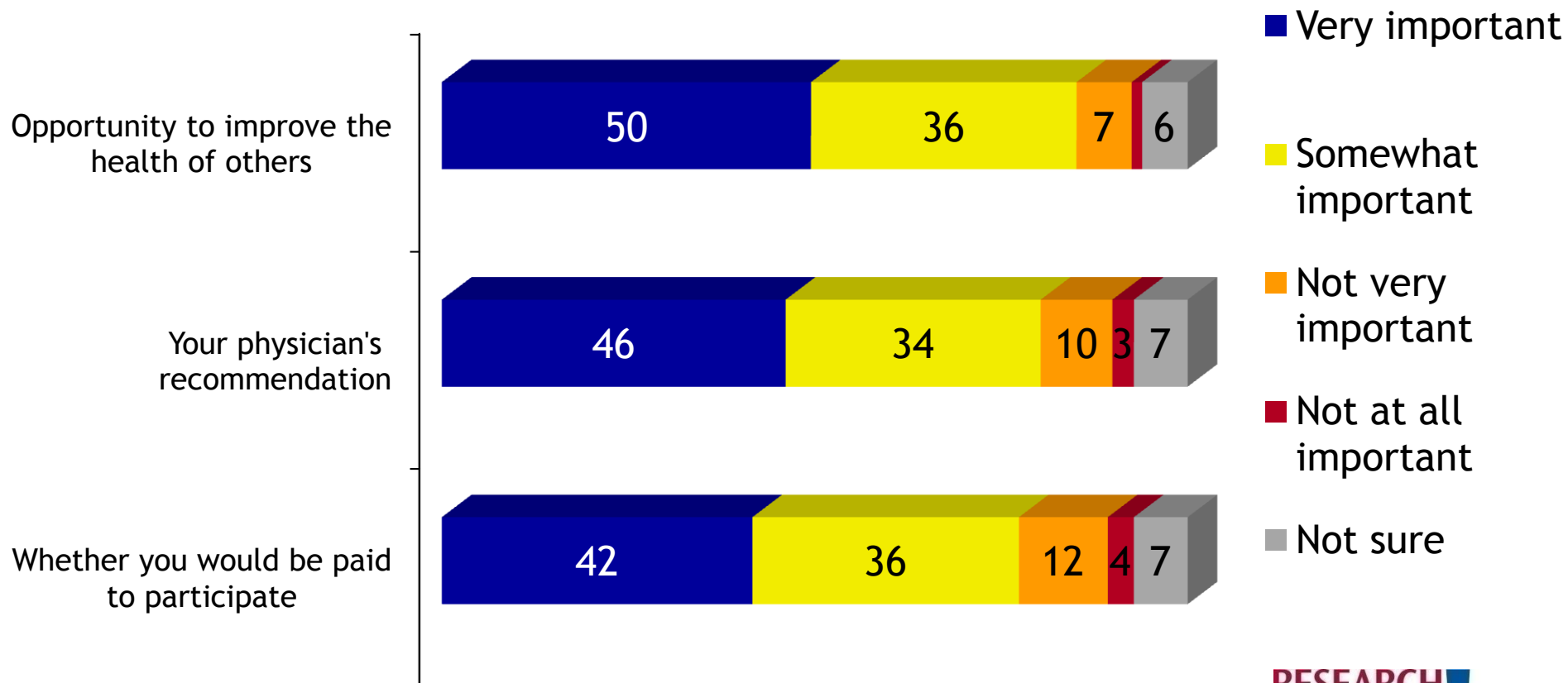
How important would each of the following factors be in your decision to participate as a volunteer in a clinical trial?



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

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



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