



## Public Opinion Polling

Research!America's public opinion polls have measured public perception of research issues since 1992. To date, we have commissioned more than 130 polls conducted in 47 states and nationally.

Research!America commissions public opinion polls to measure a variety of topics related to research:

- Support for medical, health and scientific research
- Willingness to pay more for research
- Confidence in people/facilities associated with research
- Perceptions of the barriers to greater investment in research, importance of state investment in research and a wide range of policy-related issues
- Awareness and understanding of relevant policy issues related to research and health

Survey results have appeared online and in opinion pieces, letters-to-the editor and news articles in national and regional publications. Electronic media have regularly cover poll results in interviews with Research!America leadership.

### The Value of a Research!America Public Opinion Poll

- Indicator of public support for increased investment in medical, health and scientific research in both public and private sectors
- Provides insights on public concerns and questions about research
- Provides longitudinal data to compare public perception over time
- Results provide a guide for tailoring advocacy messages to key constituencies, particularly decision and policy makers
- Provides public opinion in a visual interesting and digestible format
- Demographic details such as income, gender, ethnicity and age provide a comprehensive picture of perceptions in segmented populations

### Partnerships with Research!America

Partners are invited to support a Research!America public opinion poll. Research!America is committed to working with partners throughout the development of the survey. Polling will be conducted by a well-respected, reputable polling firm, and a full poll report prepared by Research!America will be made available to all sponsors.

**Recent Poll results have been seen in:**



**PARADE**



**THE HILL**

**AP** Associated Press

**The New York Times**

**TheScientist**  
MAGAZINE OF THE LIFE SCIENCES

**C-SPAN**

**San Francisco Chronicle**

**JAMA**<sup>®</sup>

**FORTUNE**