The **Research Enterprise Poll** was conducted online in February 2010 with a sample size of 1,000 American adults for a theoretical sampling error of +/- 3.1%. Data are demographically representative of adult U.S. residents. Research!America and Eli Lilly and Company commissioned Charlton Research Company to conduct the poll.

Questions marked with an * were only asked of a subset of the respondents. Data showing trends over time are also included.

For more information about methodology for this and other Research!America polls, please contact Heather Benson, manager of science outreach at 571.482.2737 or hbenson@researchamerica.org.
# Americans Say Health Care Concerns Are Most Important Health Issue

What would you say is the single most important health issue facing people in the U.S. today? (first volunteered responses)

<table>
<thead>
<tr>
<th>Health care</th>
<th>41%</th>
</tr>
</thead>
<tbody>
<tr>
<td>(insurance, cost, affordability, coverage, government reform)</td>
<td></td>
</tr>
<tr>
<td>Weight/Obesity</td>
<td>24%</td>
</tr>
<tr>
<td>Cancer</td>
<td>11%</td>
</tr>
<tr>
<td>Heart disease/problems</td>
<td>5%</td>
</tr>
<tr>
<td>Diabetes</td>
<td>3%</td>
</tr>
<tr>
<td>Lack of nutrition/exercise</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>10%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>3%</td>
</tr>
</tbody>
</table>

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
Opinions on America’s Most Important Health Issue

What would you say is the single most important health issue facing people in the U.S. today? (first volunteered responses)

Source: Public Opinion Polls, 1992-2010

Graph showing trends in public opinion from 1992 to 2010 for issues like HIV/AIDS, Cancer, Health care cost/coverage/insurance, Heart disease, and Obesity.
Majority of Americans Confident in U.S. Safety Review System

How confident are you in our current system in the U.S. for reviewing the effectiveness and safety of new medicines and medical devices before making them available to the public?

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
Majority of Americans Confident in U.S. Safety Review System

How confident are you in our current system in the U.S. for reviewing the effectiveness and safety of new medicines and medical devices before making them available to the public? (% response)

Source: National Public Opinion Polls
Charlton Research Company for Research!America
FDA’s Most Important Job is Protecting the Safety of Americans

Please rank the importance of the following from one to four, with one being the most important job of the FDA? (% response)

1. Protecting the safety of the American public
   - 59% 24% 10% 7%
2. Providing accurate information to the American public about the benefits and risks associated with medicines...
   - 17% 39% 29% 15%
3. Getting new medicines and medical products to the American public
   - 16% 16% 26% 42%
4. Regulating companies that produce medicines and medical products
   - 7% 22% 35% 36%

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
Many Americans say FDA Approval Time is Too Long

Would you say that the amount of time it takes for the FDA to approve a drug and allow it to be sold to consumers is too long, about right, or not long enough, or do you not know enough about this to have an opinion?

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
Americans Split on FDA Approval Process Priorities

Please indicate which of the following statements comes closest to your view:

Some people say: the FDA should move more quickly in order to get new treatments to patients, even if it means there may be risks

Other people say: FDA should act more slowly in order to reduce risk, even if it means patients may wait for treatments

- FDA should move more quickly: 52%
- FDA should act more slowly: 48%

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
Important for Congress to Support Funding for Improving FDA Approval

Some people say the FDA needs to fund university-based experts to help improve the approval process for pharmaceuticals and other medical products. How important do you think it is for the US Congress to support this funding?

- 48% Very important
- 44% Somewhat important
- 8% Not important

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
# Research Takes Place in Many Institutions and Organizations

*At what type of institutions or organizations do you think most of the medical and health research in this country takes place? (first volunteered responses)*

<table>
<thead>
<tr>
<th>Institution Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Universities</td>
<td>29%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>17%</td>
</tr>
<tr>
<td>Hospitals/Medical Centers</td>
<td>15%</td>
</tr>
<tr>
<td>Pharmaceutical companies</td>
<td>13%</td>
</tr>
<tr>
<td>Laboratories/Research centers</td>
<td>12%</td>
</tr>
<tr>
<td>Private companies</td>
<td>5%</td>
</tr>
<tr>
<td>Government</td>
<td>4%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
</tr>
</tbody>
</table>

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
Research Takes Place in Many Institutions and Organizations

At what type of institutions or organizations do you think most of the medical and health research in this country takes place? (% first volunteered responses)

- **Universities**
- **Laboratories/ Research centers**
- **Pharmaceutical/ Drug companies**
- **Hospitals/ Medical centers**
- **Other**
- **Don't know**

Source: Public Opinion Polls, 1996-2010
Charlton Research Company for Research!America
Who Pays for Medical and Health Research in the U.S.?

*Who do you think pays for most of the medical and health research done in this country? (first volunteered responses)*

| Source: Research Enterprise Poll, February 2010 |
| Charlton Research Company for Research!America |

- Government/taxpayers: 45%
- Consumers/patients: 21%
- Pharmaceutical companies: 10%
- Private industry: 8%
- Foundations, grants & charities: 6%
- Other: 4%
- Don’t know: 6%
Who Pays for Medical and Health Research in the U.S.?

Who do you think pays for most of the medical and health research done in this country? (% first volunteered responses)

<table>
<thead>
<tr>
<th>Year</th>
<th>Government/taxpayers</th>
<th>Consumers/patients</th>
<th>Pharmaceutical companies</th>
<th>Private business/industry</th>
<th>Foundations, grants &amp; charities</th>
<th>Other</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>1996</td>
<td>76</td>
<td>9</td>
<td>6</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>2003</td>
<td>59</td>
<td>10</td>
<td>9</td>
<td>3</td>
<td>8</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>2007</td>
<td>46</td>
<td>9</td>
<td>15</td>
<td>4</td>
<td>5</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>2010</td>
<td>45</td>
<td>21</td>
<td>10</td>
<td>8</td>
<td>6</td>
<td>4</td>
<td>6</td>
</tr>
</tbody>
</table>

Source: Public Opinion Polls, 1996-2010
Charlton Research Company for Research!America
Which Organizations in the U.S. Are Developing New Medicines?

*At what type of institutions or organizations do you think most development of new medicines takes place in this country? (first volunteered responses)

<table>
<thead>
<tr>
<th>Organization</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pharmaceutical companies</td>
<td>31%</td>
</tr>
<tr>
<td>Laboratories/research centers</td>
<td>18%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>18%</td>
</tr>
<tr>
<td>Universities</td>
<td>15%</td>
</tr>
<tr>
<td>Hospitals/medical centers</td>
<td>7%</td>
</tr>
<tr>
<td>Government</td>
<td>4%</td>
</tr>
<tr>
<td>Private companies</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
</tbody>
</table>

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
Which Organizations in the U.S. Are Developing New Medicines?

At what type of institutions or organizations do you think most new drug development/medicines takes place in this country? (% first volunteered responses)

- **Pharmaceutical/Drug companies**
- **Laboratories/Research centers**
- **Universities**
- **Hospitals/Medical centers**
- **Other**
- **Don't know**

Source: Public Opinion Polls, 1996-2010
Charlton Research Company for Research!America
Who Pays for Development of New Medicines in the U.S.?

*Who do you think pays for most of the development of new medicines in this country? (first volunteered responses)*

- Government/taxpayers: 33%
- Consumers/patients: 33%
- Pharmaceutical companies: 12%
- Private industry: 8%
- Foundations, grants & charities: 5%
- Other: 2%
- Don’t know: 7%

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
Who do you think pays for most of the new drug development / medicines in this country? (% first volunteered responses)

<table>
<thead>
<tr>
<th>Year</th>
<th>Government/taxpayers</th>
<th>Consumers/patients</th>
<th>Pharmaceutical companies</th>
<th>Private business/industry</th>
<th>Other</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>45</td>
<td>14</td>
<td>20</td>
<td>3</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>2007</td>
<td>10</td>
<td>19</td>
<td>31</td>
<td>24</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>2010</td>
<td>33</td>
<td>33</td>
<td>12</td>
<td>8</td>
<td>7</td>
<td>7</td>
</tr>
</tbody>
</table>

Source: National Public Opinion Polls, 2003-2010
Charlton Research Company for Research!America
Few Americans Recognize the National Institutes of Health

What is the name of the government agency that funds most of the medical research paid for by taxpayers in this country? (first volunteered responses)

- National Institutes of Health: 50%
- Food and Drug Administration: 19%
- Dept. of Health and Human Services/Health Dept.: 13%
- Centers for Disease Control: 6%
- Other: 3%
- Don't know: 9%

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
Few Americans Recognize the National Institutes of Health

What is the name of the government agency that funds most of the medical research paid for by taxpayers in this country? (% first volunteered responses)

Source: Public Opinion Polls, 1993-2010
Most Americans Recognize the Food and Drug Administration

What is the name of the government agency that regulates consumer products such as new drugs, medical devices, food and cosmetics before they can be sold in the U.S.? (first volunteered responses)

75%
3%
2%
1%
4%
13%

- Food and Drug Administration
- Federal Drug Administration
- Dept. of Agriculture
- Dept. of Health and Human Services/Dept. Health
- Other
- Don't know

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
Most Americans Recognize the Food and Drug Administration

What is the name of the government agency that regulates consumer products such as new drugs, medical devices, food and cosmetics before they can be sold in the U.S.? (% first volunteered responses)

Source: Public Opinion Polls, 1996-2010
Charlton Research Company for Research!America
Clinical Research is a Great Value

One kind of research, often referred to as clinical trials, is clinical research. In this, patients choose to participate to test the safety and effectiveness of certain treatments, drugs or devices. How important is this kind of research? Would you say it is of...

- 76% Great value
- 22% Some value
- 2% Not much value

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
Clinical Research is a Great Value

One kind of research, often referred to as clinical trials, is clinical research. In this, patients choose to participate to test the safety and effectiveness of certain treatments, drugs or devices. How important is this kind of research? Would you say it is of...

Source: Public Opinion Polls, 1998-2010
Charlton Research Company for Research!America
Most Americans Have Not Participated in Clinical Research

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

- Yes: 14%
- No: 86%

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
Most Americans Have Not Participated in Clinical Research

Have you or anyone in your family ever participated in clinical research? (% response)

- 2010: 14% Yes, 86% No
- 2009: 15% Yes, 85% No
- 2007: 20% Yes, 79% No
- 2006: 15% Yes, 85% No

Source: National Public Opinion Polls, 2006-2010
Charlton Research Company for Research!America
Many Americans Likely to Volunteer for Clinical Research

Please consider your own possible participation as a volunteer in clinical research. How likely would you be to participate in a clinical research study?

- Very likely: 29%
- Somewhat likely: 47%
- Not likely: 19%
- Would not participate: 5%

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
Many Americans Likely to Volunteer for Clinical Research

Please consider your own possible participation as a volunteer in clinical research. How likely would you be to participate in a clinical research study? (% response)

<table>
<thead>
<tr>
<th>Year</th>
<th>Very likely</th>
<th>Somewhat likely</th>
<th>Not likely</th>
<th>Would not participate</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>29</td>
<td>47</td>
<td>19</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td>30</td>
<td>44</td>
<td>20</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>2007</td>
<td>19</td>
<td>38</td>
<td>21</td>
<td>19</td>
<td>3</td>
</tr>
<tr>
<td>2006</td>
<td>18</td>
<td>45</td>
<td>21</td>
<td>14</td>
<td>2</td>
</tr>
<tr>
<td>2004</td>
<td>18</td>
<td>37</td>
<td>23</td>
<td>18</td>
<td>4</td>
</tr>
<tr>
<td>2001</td>
<td>21</td>
<td>42</td>
<td>21</td>
<td>13</td>
<td>3</td>
</tr>
<tr>
<td>1998</td>
<td>19</td>
<td>39</td>
<td>23</td>
<td>15</td>
<td>5</td>
</tr>
</tbody>
</table>

Source: Public Opinion Polls, 1998-2010
Charlton Research Company for Research!America
Most Doctors Do Not Suggest Participating in Clinical Research

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

- Yes: 6%
- No: 94%

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
Most Doctors Do Not Suggest Participating in Clinical Research

Has your doctor ever suggested that you participate in a clinical research study? (%response)

<table>
<thead>
<tr>
<th>Year</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>6</td>
<td>94</td>
</tr>
<tr>
<td>2007</td>
<td>7</td>
<td>93</td>
</tr>
<tr>
<td>2009</td>
<td>6</td>
<td>94</td>
</tr>
<tr>
<td>2010</td>
<td>6</td>
<td>94</td>
</tr>
</tbody>
</table>

Source: National Public Opinion Polls, 2006-2010
Charlton Research Company for Research!America
U.S. Should be a Global Leader in Research to Improve Health

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

- Very important: 69%
- Somewhat important: 24%
- Not important: 1%
- Don't know: 6%

Source: Research Enterprise Poll, February 2010
Charlton Research Company for ResearchAmerica
U.S. Should be a Global Leader in Research to Improve Health

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

Source: Public Opinion Polls, 1992-2010
How important do you think it is that the U.S. is a global leader in bringing new medicines to market?

- 63% Very important
- 29% Somewhat important
- 2% Not important
- 6% Don't know

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
Do you think the institutions conducting medical and health research in this country, such as government, universities, and private industry, should work together to develop new treatments and cures, or not?

- Should work together: 94%
- Should not work together: 6%

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
Research Institutions Should Work Together

Do you think the institutions conducting medical and health research in this country, such as government, universities, and private industry, should work together to develop new treatments and cures, or not? (% response)

<table>
<thead>
<tr>
<th>Year</th>
<th>Should work together</th>
<th>Should not work together</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>94</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>2008</td>
<td>94</td>
<td>42</td>
<td></td>
</tr>
<tr>
<td>2007</td>
<td>95</td>
<td>41</td>
<td></td>
</tr>
<tr>
<td>2004</td>
<td>95</td>
<td>41</td>
<td></td>
</tr>
<tr>
<td>2003</td>
<td>91</td>
<td>7</td>
<td>2</td>
</tr>
</tbody>
</table>

Source: National Public Opinion Polls, 2003-2010
Charlton Research Company for Research!America
### Reasons Why Institutions Should Work Together

*Why do you feel the institutions conducting medical and health research in this country, such as government, universities, and private industry, should work together to develop new treatments and cures? (first volunteered responses)*

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>More knowledge/avoid duplication/reach a common goal</td>
<td>32%</td>
</tr>
<tr>
<td>Better success rates/more productive</td>
<td>20%</td>
</tr>
<tr>
<td>Faster development of cures/treatments</td>
<td>12%</td>
</tr>
<tr>
<td>Reduce costs/more money for R&amp;D/maximize resources</td>
<td>10%</td>
</tr>
<tr>
<td>Benefits everyone/for the common good/saves lives</td>
<td>10%</td>
</tr>
<tr>
<td>Develop new ideas</td>
<td>4%</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>5%</td>
</tr>
</tbody>
</table>

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
Why Shouldn’t Institutions Work Together?

*Why do you feel the institutions conducting medical and health research in this country, such as government, universities, and private industry, should not work together to develop new treatments and cures? (first volunteered responses)*

<table>
<thead>
<tr>
<th>Reason</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Too much government interference</td>
<td>48%</td>
</tr>
<tr>
<td>Competition brings about better results</td>
<td>19%</td>
</tr>
<tr>
<td>Independent work increases competition</td>
<td>16%</td>
</tr>
<tr>
<td>Have the right to develop treatment on their own</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>9%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>3%</td>
</tr>
</tbody>
</table>
Most Think Collaboration is a Good Idea

Pharmaceutical companies sometimes fund research conducted in conjunction with universities, hospitals and other institutions. Do you think this is a good idea, or a bad idea?

88% Good idea
12% Bad idea

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
Most Think Collaboration is a Good Idea

Pharmaceutical companies sometimes fund research conducted in conjunction with universities, hospitals and other institutions. Do you think this is a good idea, or a bad idea? (% response)

<table>
<thead>
<tr>
<th>Year</th>
<th>Good idea</th>
<th>Bad idea</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>88</td>
<td>12</td>
<td>0</td>
</tr>
<tr>
<td>2008</td>
<td>81</td>
<td>14</td>
<td>5</td>
</tr>
<tr>
<td>2007</td>
<td>88</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>2003</td>
<td>88</td>
<td>8</td>
<td>4</td>
</tr>
</tbody>
</table>

Source: National Public Opinion Polls, 2003-2010
Charlton Research Company for Research!America
# Most Trustworthy Sources of Research Information

There are many sources of information about health and medical research issues. For each of the following sources, please indicate how trustworthy you think the information they provide is.

<table>
<thead>
<tr>
<th>Source</th>
<th>Trustworthy</th>
<th>Not trustworthy</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pharmacists</td>
<td>83%</td>
<td>5%</td>
<td>12%</td>
</tr>
<tr>
<td>Patient groups</td>
<td>82%</td>
<td>3%</td>
<td>15%</td>
</tr>
<tr>
<td>CDC</td>
<td>79%</td>
<td>8%</td>
<td>13%</td>
</tr>
<tr>
<td>Health care provider</td>
<td>78%</td>
<td>8%</td>
<td>14%</td>
</tr>
</tbody>
</table>

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
## Trustworthiness of Other Sources of Research Information

There are many sources of information about health and medical research issues. For each of the following sources, please indicate how trustworthy you think the information they provide is.

<table>
<thead>
<tr>
<th>Source</th>
<th>Trustworthy</th>
<th>Not trustworthy</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. Surgeon General</td>
<td>72%</td>
<td>10%</td>
<td>18%</td>
</tr>
<tr>
<td>FDA</td>
<td>72%</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>Friends &amp; family</td>
<td>67%</td>
<td>15%</td>
<td>18%</td>
</tr>
<tr>
<td>NIH</td>
<td>61%</td>
<td>6%</td>
<td>33%</td>
</tr>
<tr>
<td>Consumer groups</td>
<td>61%</td>
<td>16%</td>
<td>23%</td>
</tr>
</tbody>
</table>

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
## Least Trustworthy Sources of Research Information

There are many sources of information about health and medical research issues. For each of the following sources, please indicate how trustworthy you think the information they provide is.

<table>
<thead>
<tr>
<th>Source</th>
<th>Trustworthy</th>
<th>Not trustworthy</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. Congress</td>
<td>25%</td>
<td>50%</td>
<td>25%</td>
</tr>
<tr>
<td>Health insurance companies</td>
<td>31%</td>
<td>49%</td>
<td>20%</td>
</tr>
<tr>
<td>Pharmaceutical companies</td>
<td>47%</td>
<td>37%</td>
<td>21%</td>
</tr>
<tr>
<td>President Obama</td>
<td>42%</td>
<td>35%</td>
<td>23%</td>
</tr>
<tr>
<td>Medical products companies</td>
<td>40%</td>
<td>31%</td>
<td>29%</td>
</tr>
<tr>
<td>Internet</td>
<td>46%</td>
<td>29%</td>
<td>25%</td>
</tr>
</tbody>
</table>

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
Public Trust in Sources of Research Information

There are many sources of information about health and medical research issues. Please indicate how trustworthy you think the information they provide is.

Source: Public Opinion Polls, 1992-2010
# Majority of Americans Use Internet for Health and Medical Information

Please indicate which of the following websites you regularly use for health and medical information: (total mentions)

<table>
<thead>
<tr>
<th>Website</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical websites (WebMD)</td>
<td>66%</td>
</tr>
<tr>
<td>Health care providers (hospitals/doctors)</td>
<td>35%</td>
</tr>
<tr>
<td>Health insurance providers</td>
<td>21%</td>
</tr>
<tr>
<td>Patient groups</td>
<td>18%</td>
</tr>
<tr>
<td>Government agencies</td>
<td>17%</td>
</tr>
<tr>
<td>Pharmaceutical companies</td>
<td>14%</td>
</tr>
<tr>
<td>Social networking</td>
<td>12%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
</tr>
<tr>
<td>None/Don’t use Internet for medical information</td>
<td>19%</td>
</tr>
</tbody>
</table>

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
On balance, do you feel the pharmaceutical industry is a more positive or more negative force in improving America’s health care?

- Very positive: 13%
- Somewhat positive: 38%
- Somewhat negative: 24%
- Very negative: 8%
- Don't know: 17%

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
Pharmaceutical Industry is Positive Force for Improving Personal Health

On balance, do you feel the pharmaceutical industry is a more positive or more negative force in improving the health of you or your family?

- Very positive: 16%
- Somewhat positive: 40%
- Somewhat negative: 18%
- Very negative: 5%
- Don't know: 21%

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
Pharmaceutical Industry Does Well Informing Public About Product Risks

How well do you think the pharmaceutical industry provides accurate information about the risks and side effects of their products?

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
Many Unsure if Pharmaceutical Industry Conducts Trials Responsibly

How well do you think the pharmaceutical industry performs at conducting clinical trials responsibly?

- Very well: 11%
- Somewhat well: 37%
- Not too well: 9%
- Not well at all: 2%
- Don't know: 41%

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
Majority Think Pharmaceutical Industry Ensures Safety Well

How well do you think the pharmaceutical industry makes sure their products are safe and effective before bringing them to market?

- 42% Very well
- 22% Somewhat well
- 19% Not too well
- 12% Not well at all
- 5% Don't know

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
Pharmaceutical Industry Creates Lifesaving Products Well

How well do you think the pharmaceutical industry creates products that save lives and improve people’s quality of life?

- Very well: 19%
- Somewhat well: 54%
- Not too well: 9%
- Not well at all: 16%
- Don't know: 2%

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
Few Think Industry Does Enough to Get Products to Those in Need

How well do you think the pharmaceutical industry does their part to make sure patients who can’t afford their products get them anyway?

- Very well: 8%
- Somewhat well: 23%
- Not too well: 32%
- Not well at all: 17%
- Don’t know: 20%

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
Americans Split on How Well Pharmaceutical Industry Listens

How well do you think the pharmaceutical industry listens to and understands the concerns of people like you?

- 29% Very well
- 27% Somewhat well
- 9% Not too well
- 7% Not well at all
- 28% Don't know

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
Most Believe Pharmaceutical Industry Provides Safety Information Well

How well do you think the pharmaceutical industry provides general medical safety information?

- 49% Very well
- 17% Somewhat well
- 16% Not too well
- 15% Not well at all
- 3% Don't know

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
Majority Feel Pharmaceutical Industry Does New Product Awareness Well

How well do you think the pharmaceutical industry makes people aware of new products?

- Very well: 36%
- Somewhat well: 39%
- Not too well: 9%
- Not well at all: 2%
- Don't know: 14%

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
How well do you think the pharmaceutical industry alerts the public to product recalls?

- 38% Very well
- 20% Somewhat well
- 17% Not too well
- 19% Not well at all
- 6% Don't know

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
Pharmaceutical Industry Communicates New Treatment Breakthroughs Well

How well do you think the pharmaceutical industry communicates new treatment breakthroughs?

- 41% Very well
- 22% Somewhat well
- 16% Not too well
- 19% Not well at all
- 2% Don't know

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America