Clinical Trials: Poll Data of Minority Populations

July 2013

National Public Opinion Poll
The Clinical Trials poll was conducted online in May 2013 by Zogby Analytics for Research!America. Sample sizes and theoretical sampling errors are as follows:

- African-American: sample size, 403; margin of error, +/- 5%
- Asian: sample size, 300; margin of error, +/- 5.7%
- Hispanic: sample size, 406; margin of error, +/- 5%
- Non-Hispanic White: sample size, 684; margin of error, +/- 3.8%

*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:

Friends of the National Library of Medicine

Clinical Research Forum

Clinical Trials Transformation Initiative

Association of Clinical Research Organizations
How important would the opportunity to improve the health of others 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.
Most Americans Have Not Participated in Clinical Trials

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

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Yes</th>
<th>No</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic</td>
<td>17</td>
<td>76</td>
<td>7</td>
</tr>
<tr>
<td>Non-Hispanic White</td>
<td>15</td>
<td>78</td>
<td>6</td>
</tr>
<tr>
<td>African-American</td>
<td>15</td>
<td>76</td>
<td>8</td>
</tr>
<tr>
<td>Asian</td>
<td>11</td>
<td>82</td>
<td>7</td>
</tr>
</tbody>
</table>

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.
How did you hear about clinical trials? (percentage responding that they had heard of clinical trials through their doctor or health care provider)

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic</td>
<td>22</td>
</tr>
<tr>
<td>Non-Hispanic White</td>
<td>22</td>
</tr>
<tr>
<td>Asian</td>
<td>20</td>
</tr>
<tr>
<td>African-American</td>
<td>17</td>
</tr>
</tbody>
</table>

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.
How important would your physician’s recommendation be in your decision to participate as a volunteer in a clinical trial?

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Not very important</th>
<th>Not at all important</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic</td>
<td>49</td>
<td>32</td>
<td>9</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>African-American</td>
<td>46</td>
<td>32</td>
<td>9</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>Non-Hispanic White</td>
<td>45</td>
<td>36</td>
<td>10</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>Asian</td>
<td>43</td>
<td>37</td>
<td>12</td>
<td>7</td>
<td></td>
</tr>
</tbody>
</table>

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.
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? (percentage saying lack of trust)

- African-American: 61%
- Non-Hispanic White: 54%
- Hispanic: 52%
- Asian: 51%

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.
Would you say that without being told, patients are sometimes included in clinical trials when they are receiving medical treatment?

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.
Institutional Reputation is Very Important for Participation

How important would the competence and reputation of people or the institution conducting the research 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.
Many Hear About Clinical Trials Through the Internet

How did you hear about clinical trials? (percentage responding that they had heard of clinical trials online or through the Internet)

- **Asian**: 56%
- **Non-Hispanic White**: 52%
- **African-American**: 50%
- **Hispanic**: 45%

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

- Doctors and other health care providers
- Government
- Insurance companies
- Pharmaceutical companies
- Patient organizations
- Not sure

**African-American**
- Doctors and other health care providers: 33%
- Government: 29%
- Insurance companies: 5%
- Pharmaceutical companies: 13%
- Patient organizations: 5%
- Not sure: 16%

**Asian**
- Doctors and other health care providers: 36%
- Government: 28%
- Insurance companies: 6%
- Pharmaceutical companies: 13%
- Patient organizations: 5%
- Not sure: 13%

**Hispanic**
- Doctors and other health care providers: 38%
- Government: 24%
- Insurance companies: 5%
- Pharmaceutical companies: 12%
- Patient organizations: 5%
- Not sure: 16%

**Non-Hispanic White**
- Doctors and other health care providers: 42%
- Government: 15%
- Insurance companies: 5%
- Pharmaceutical companies: 17%
- Patient organizations: 5%
- Not sure: 17%

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

On a scale of 1 to 4, how much do you admire people who volunteer for clinical trials?

- **African-American**
  - 4 (a great deal): 46
  - 3: 31
  - 2: 8
  - 1 (not at all): 3
  - Not sure: 13

- **Asian**
  - 4 (a great deal): 43
  - 3: 35
  - 2: 9
  - 1 (not at all): 10

- **Hispanic**
  - 4 (a great deal): 42
  - 3: 37
  - 2: 8
  - 1 (not at all): 4
  - Not sure: 10

- **Non-Hispanic White**
  - 4 (a great deal): 35
  - 3: 42
  - 2: 9
  - 1 (not at all): 3
  - Not sure: 11

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

- **Hispanic**
  - Yes: 47
  - No: 31
  - Not sure: 22

- **African-American**
  - Yes: 46
  - No: 28
  - Not sure: 26

- **Asian**
  - Yes: 45
  - No: 30
  - Not sure: 25

- **Non-Hispanic White**
  - Yes: 44
  - No: 33
  - Not sure: 23

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.
Opinions Split on Whether Medical Research is Making Enough Progress

Do you believe we are making enough progress in medical research in the U.S.?

- **Hispanic**: 51% Yes, 29% No, 20% Not sure
- **Asian**: 50% Yes, 30% No, 20% Not sure
- **African-American**: 43% Yes, 33% No, 24% Not sure
- **Non-Hispanic White**: 33% Yes, 54% No, 13% Not sure

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.
Please indicate your willingness to share your personal health information, assuming that appropriate privacy protections are in place, so researchers can better understand diseases and develop new ways to prevent, treat and cure them.

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.
Patients Willing to Share Health Information to Advance Research

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

- **Asian**: 78% Yes, 9% No, 13% Not sure
- **Hispanic**: 76% Yes, 10% No, 14% Not sure
- **Non-Hispanic White**: 75% Yes, 10% No, 15% Not sure
- **African-American**: 72% Yes, 12% No, 15% Not sure

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.
On balance, do you think a person receives better medical care if enrolled in a clinical trial?

### Hispanic
- Yes: 37
- No: 28
- Not sure: 35

### Asian
- Yes: 29
- No: 34
- Not sure: 36

### Non-Hispanic White
- Yes: 27
- No: 39
- Not sure: 34

### African-American
- Yes: 26
- No: 32
- Not sure: 42

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