



# Clinical Trials: Poll Data of Minority Populations

July 2013

National Public Opinion Poll

# Clinical Trials: Poll Data of Minority Populations

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  
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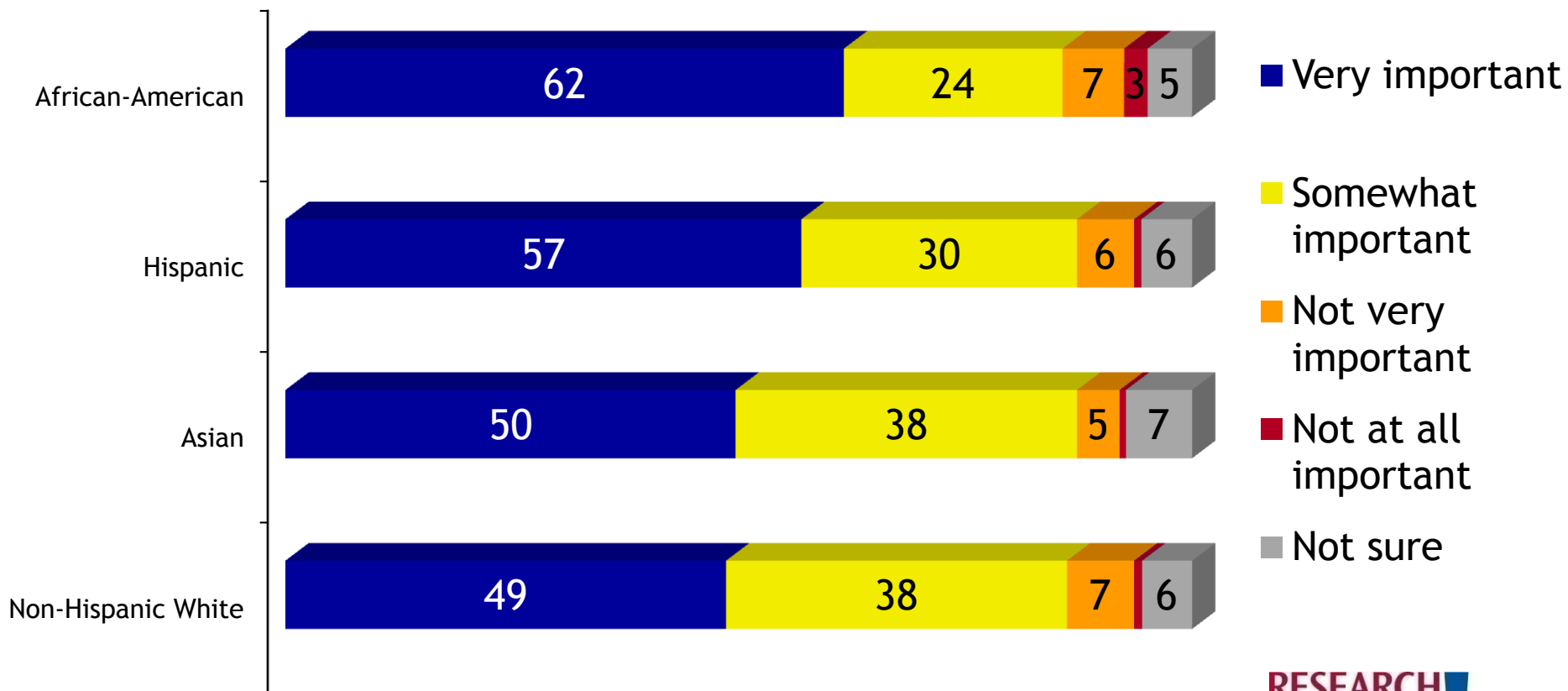


Association of Clinical  
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# Improving Others' Health Important for Participation

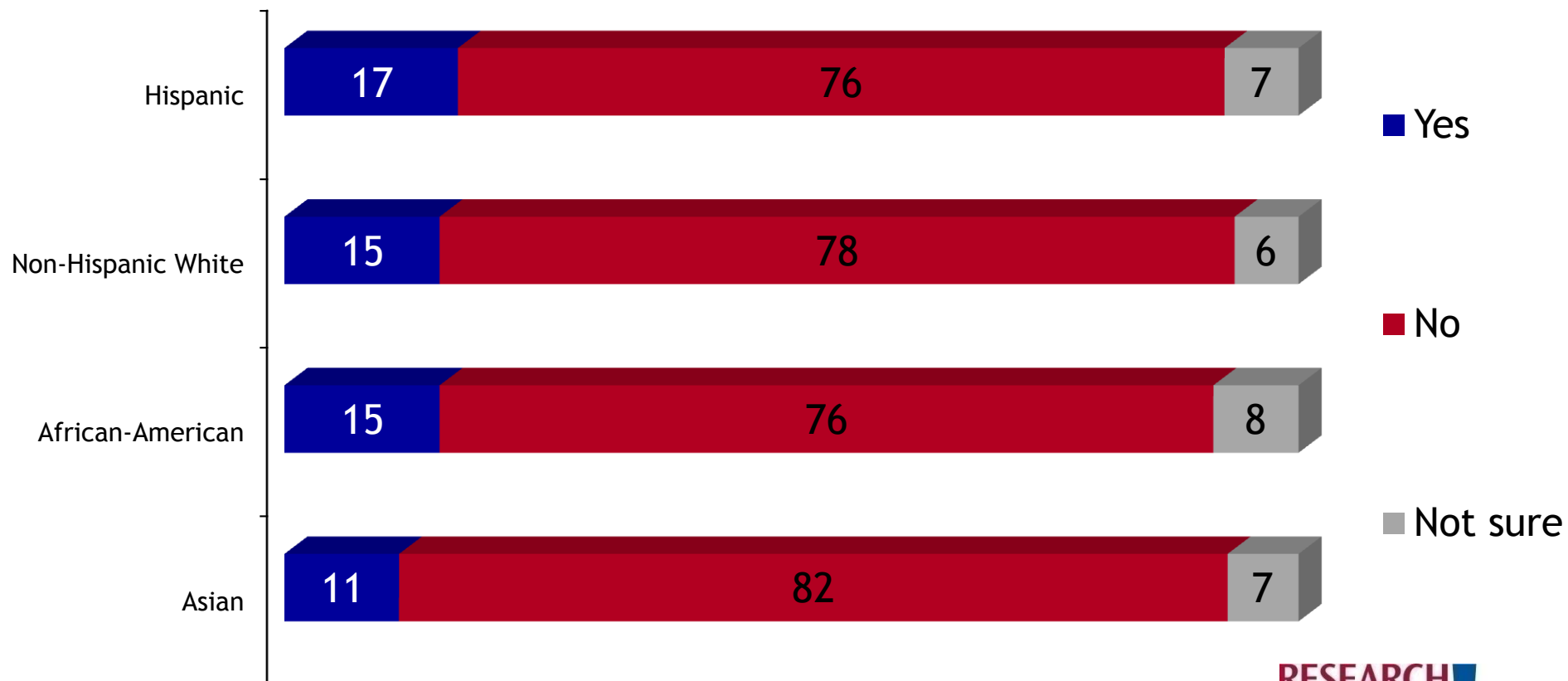
How important would the opportunity to improve the health of others be in your decision to participate as a volunteer in a clinical trial?



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

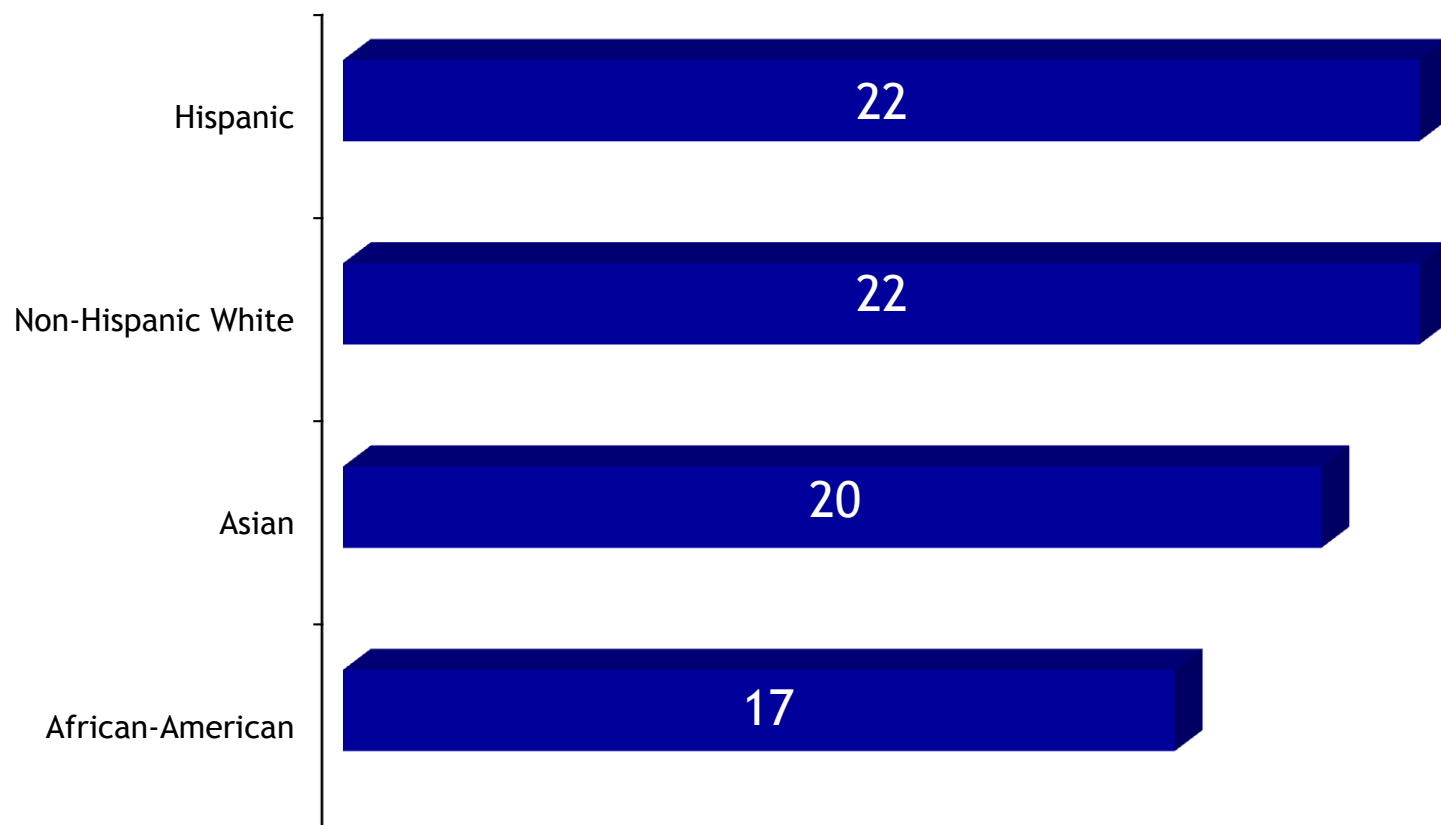
Have you or anyone in your family ever participated in clinical trials?



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

# One-Fifth Hear About Clinical Trials Through Their Doctor

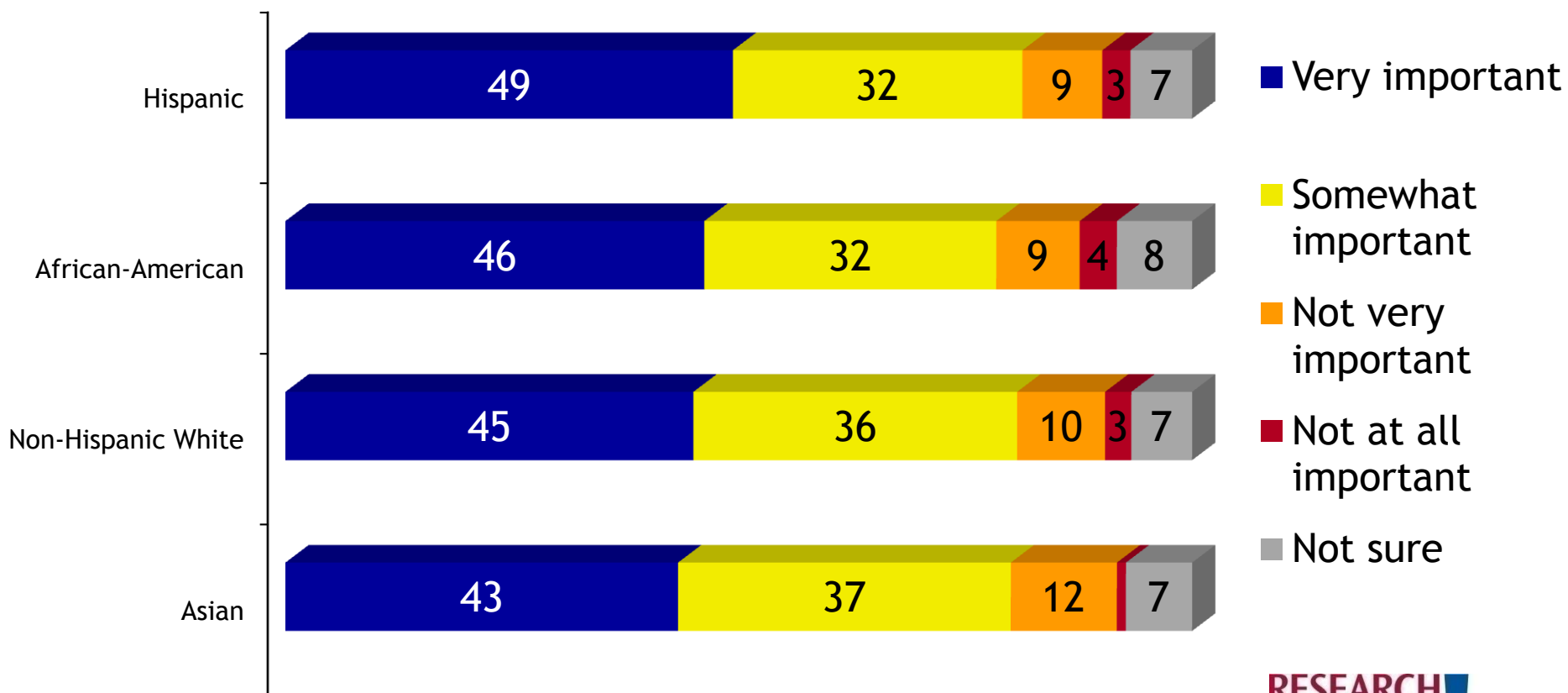
How did you hear about clinical trials? (percentage responding that they had heard of clinical trials through their doctor or health care provider)



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

# Doctor's Recommendation is Important for Participation

How important would your physician's recommendation 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.

# Lack of Trust a Major Barrier to Participation in Clinical Trials

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)

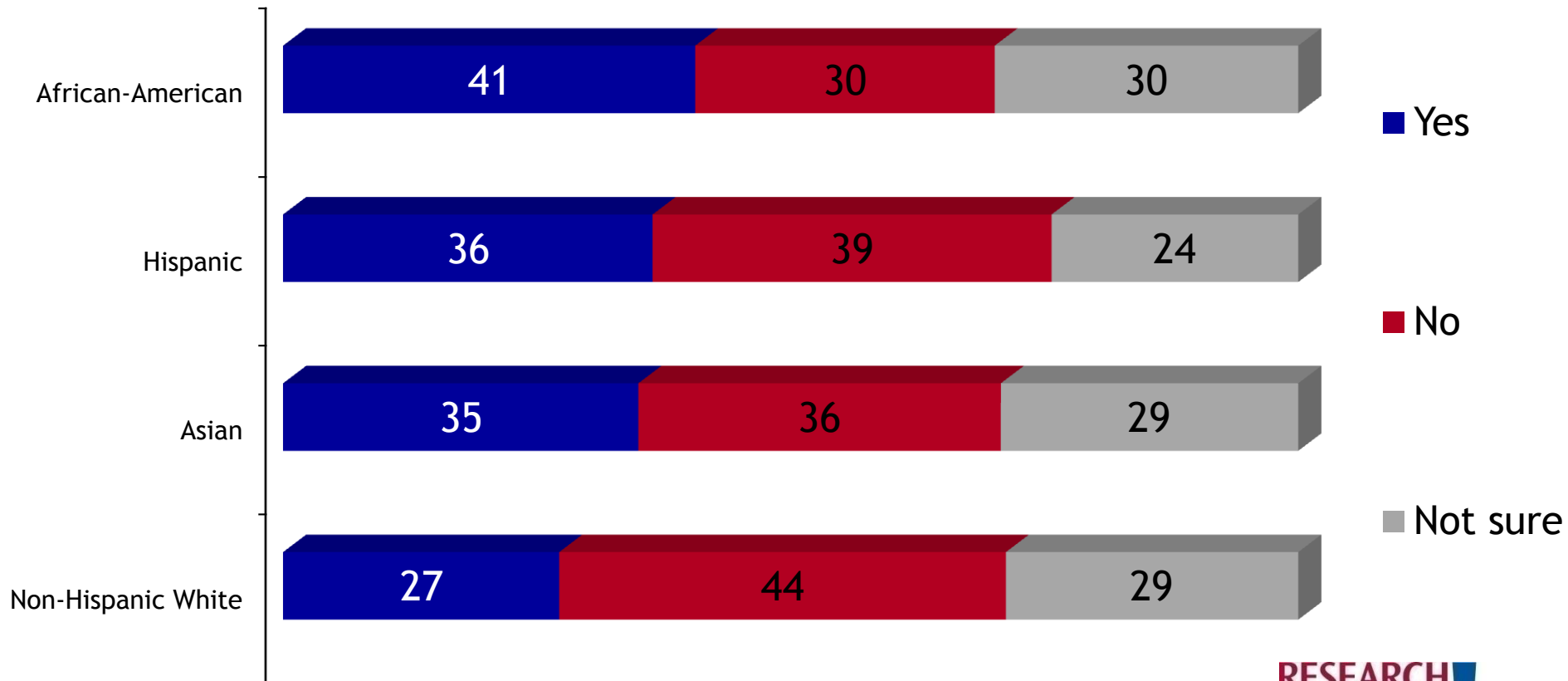


Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.



# Opinions Split on Whether Patients are Enrolled Without Their Consent

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



# Institutional Reputation is Very Important for Participation

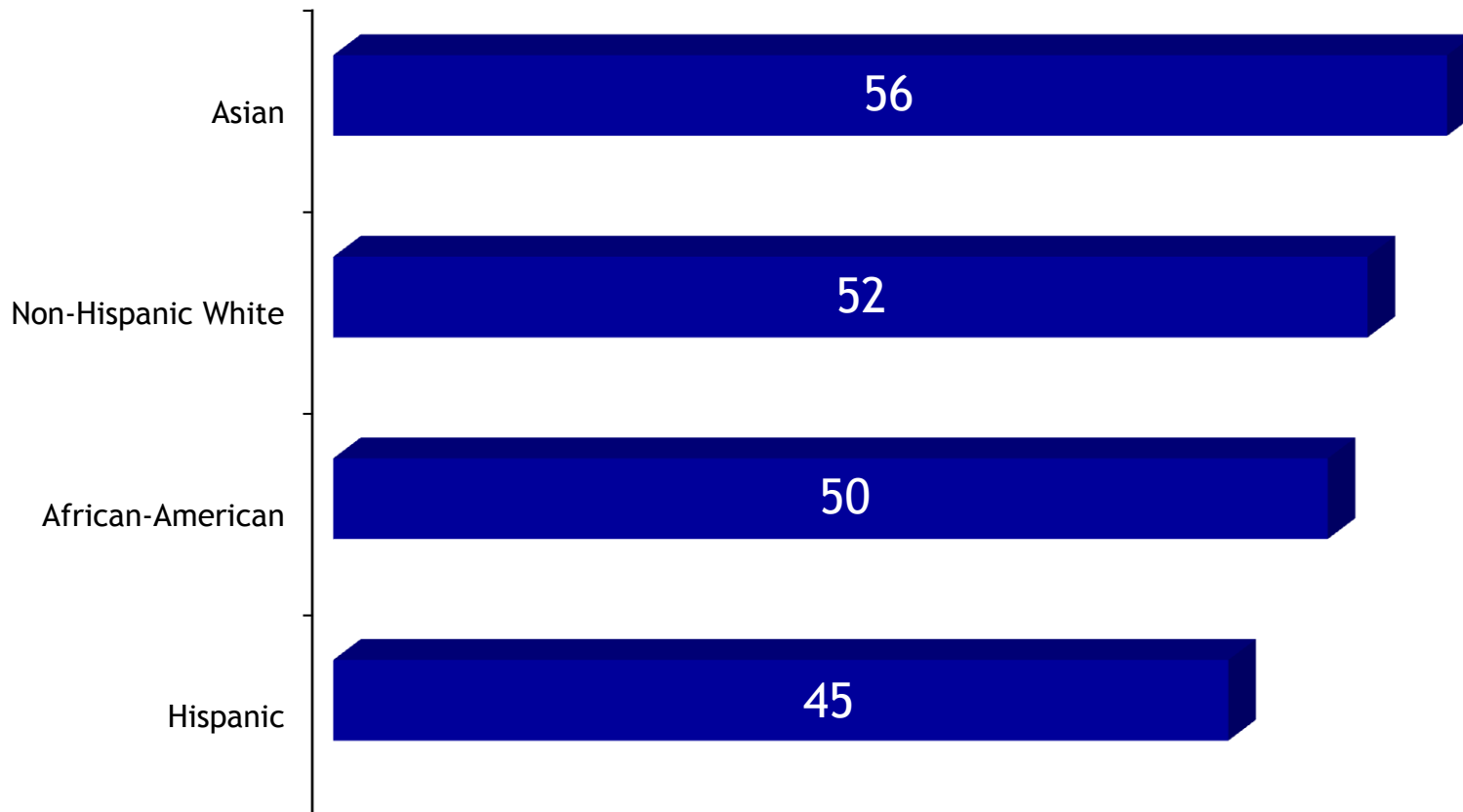
How important would the competence and reputation of people or the institution conducting the research be in your decision to participate as a volunteer in a clinical trial?



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

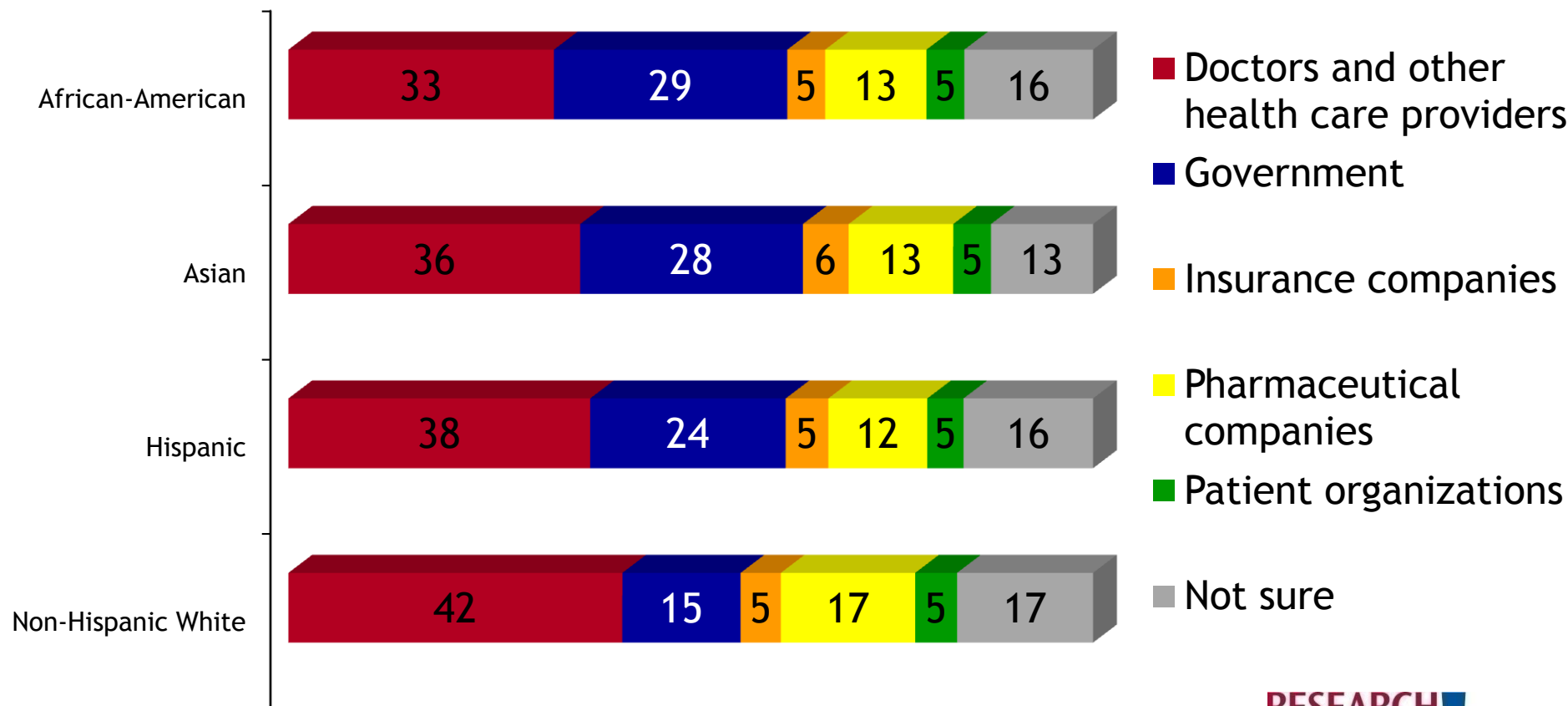
How did you hear about clinical trials? (percentage responding that they had heard of clinical trials online or through the Internet)



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

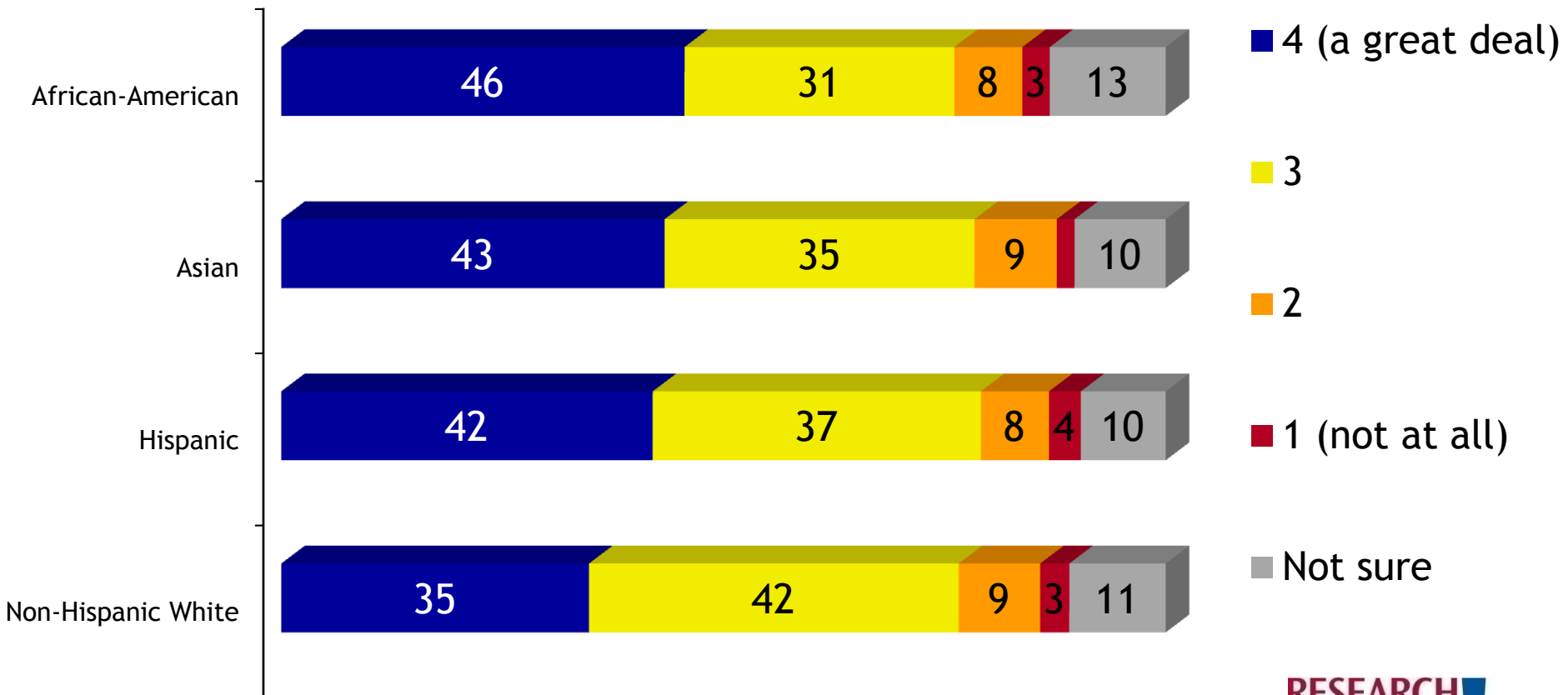
Which organizations listed below would you say has the greatest responsibility in educating the public about clinical trials?



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

# Americans Admire Clinical Trial Volunteers

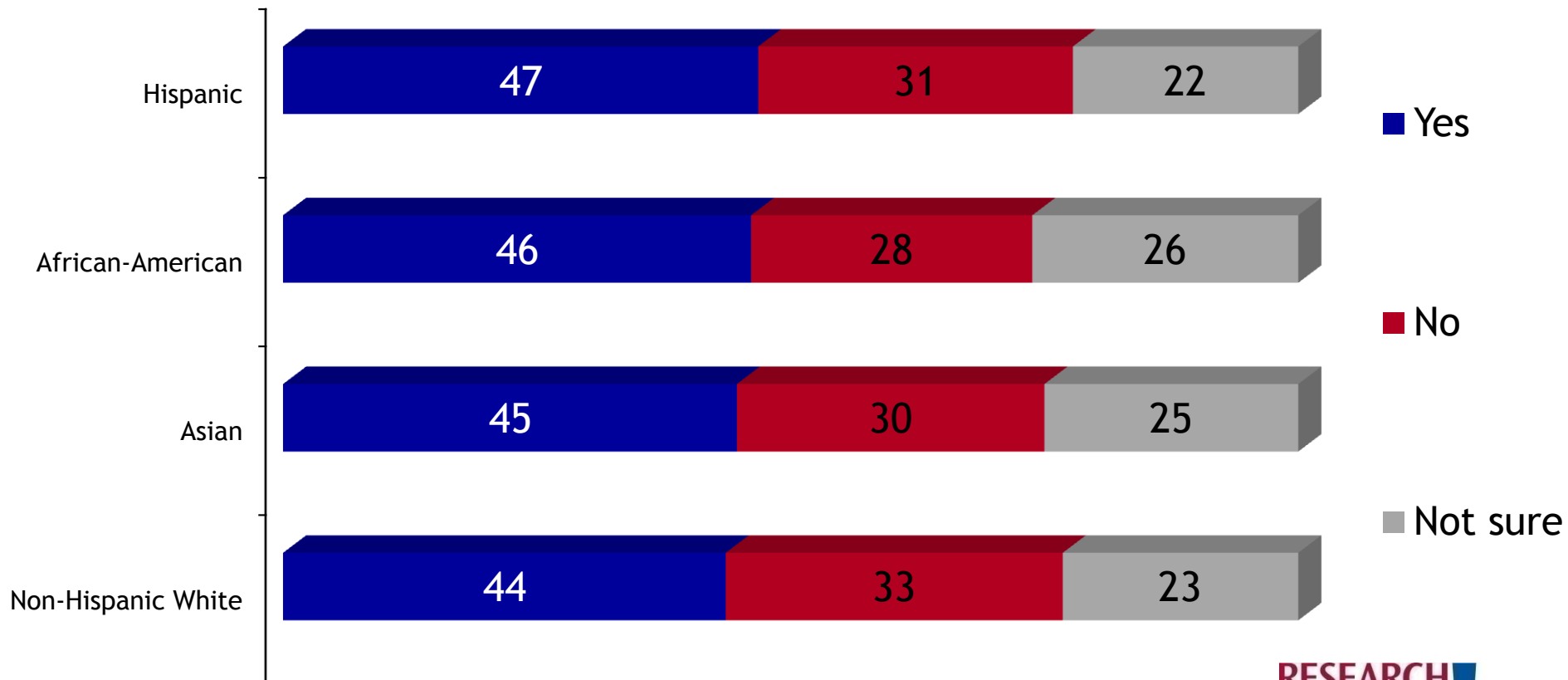
On a scale of 1 to 4, how much do you admire people who volunteer for clinical trials?



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

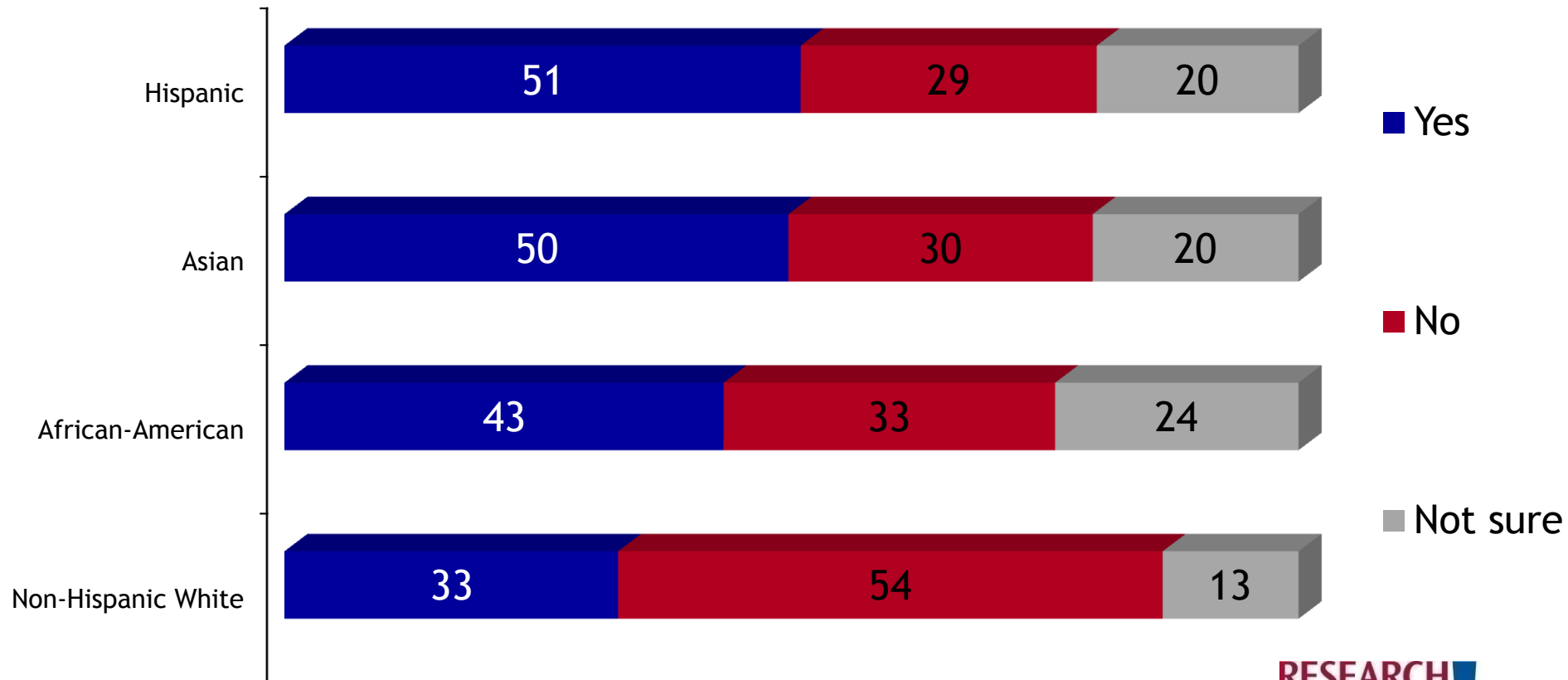
Do you believe that the health care services you receive are based on the best and most recent research available?



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

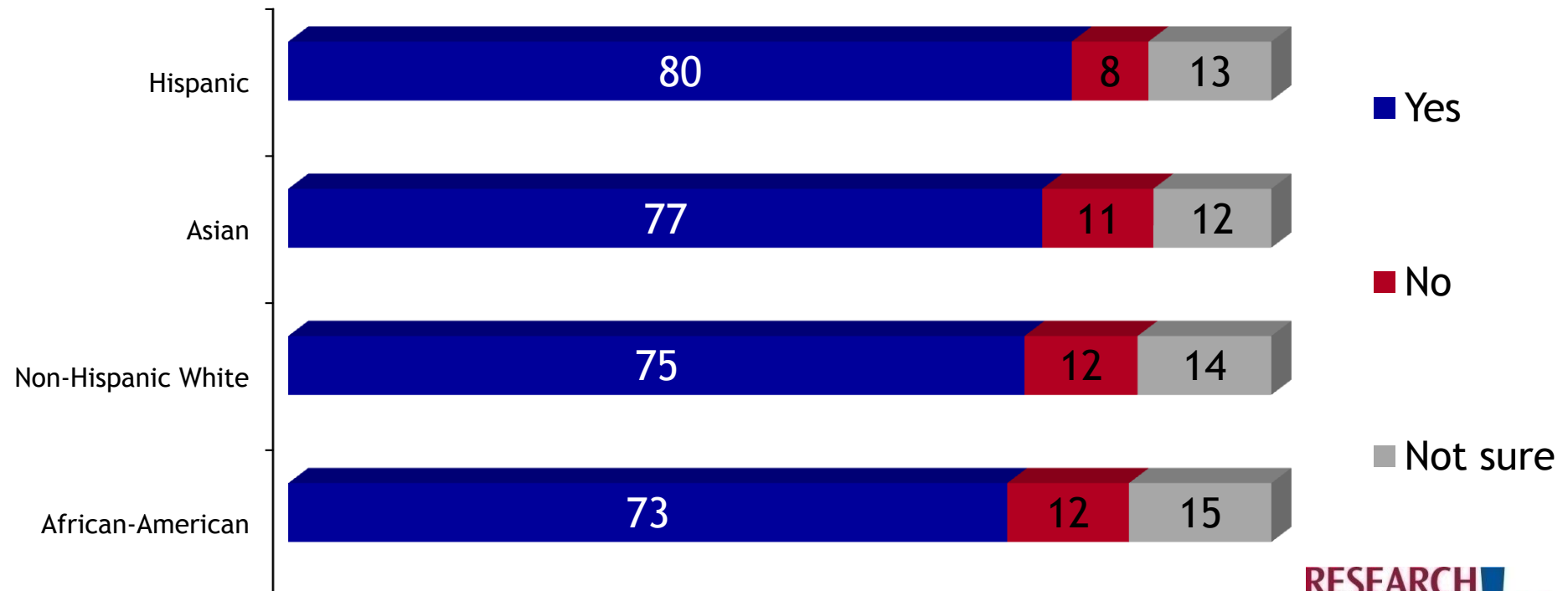
Do you believe we are making enough progress in medical research in the U.S.?



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 Aid Researchers

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.

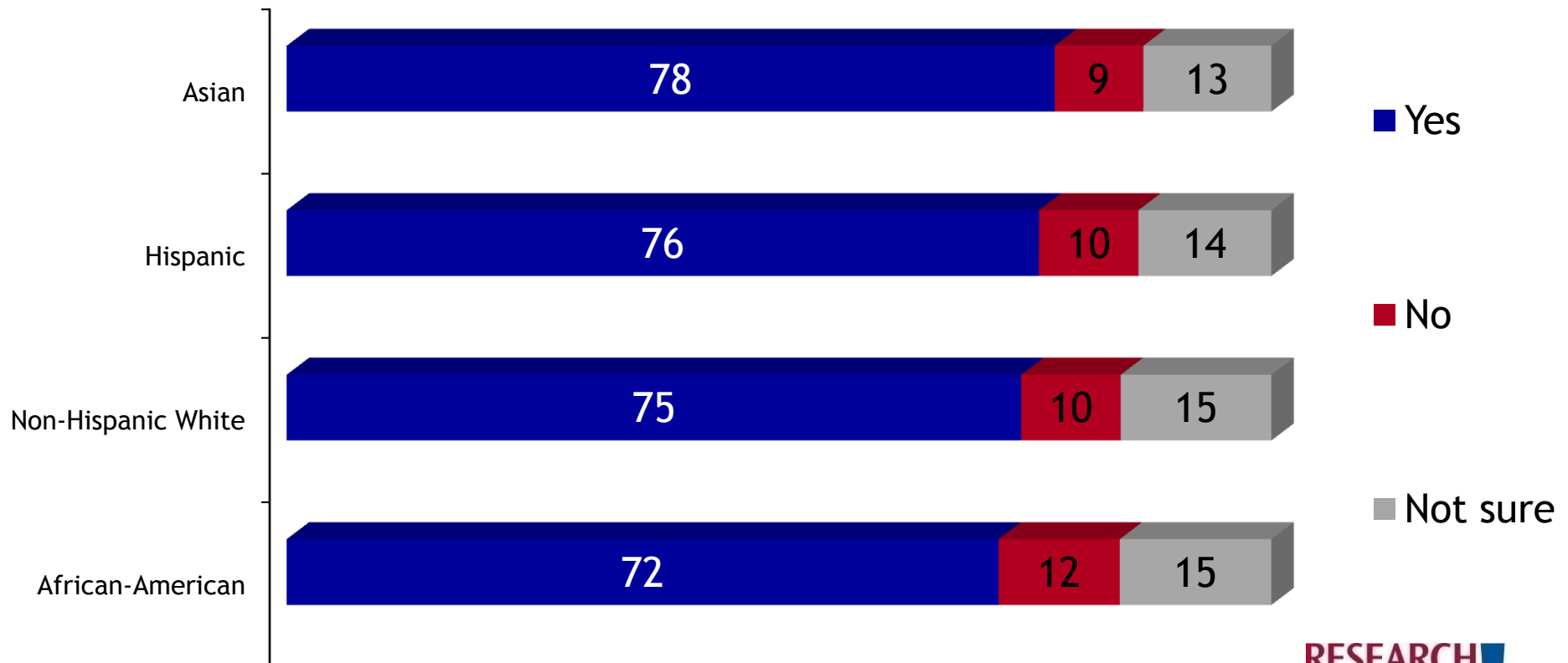


Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.



# Patients Willing to Share Health Information to Advance Research

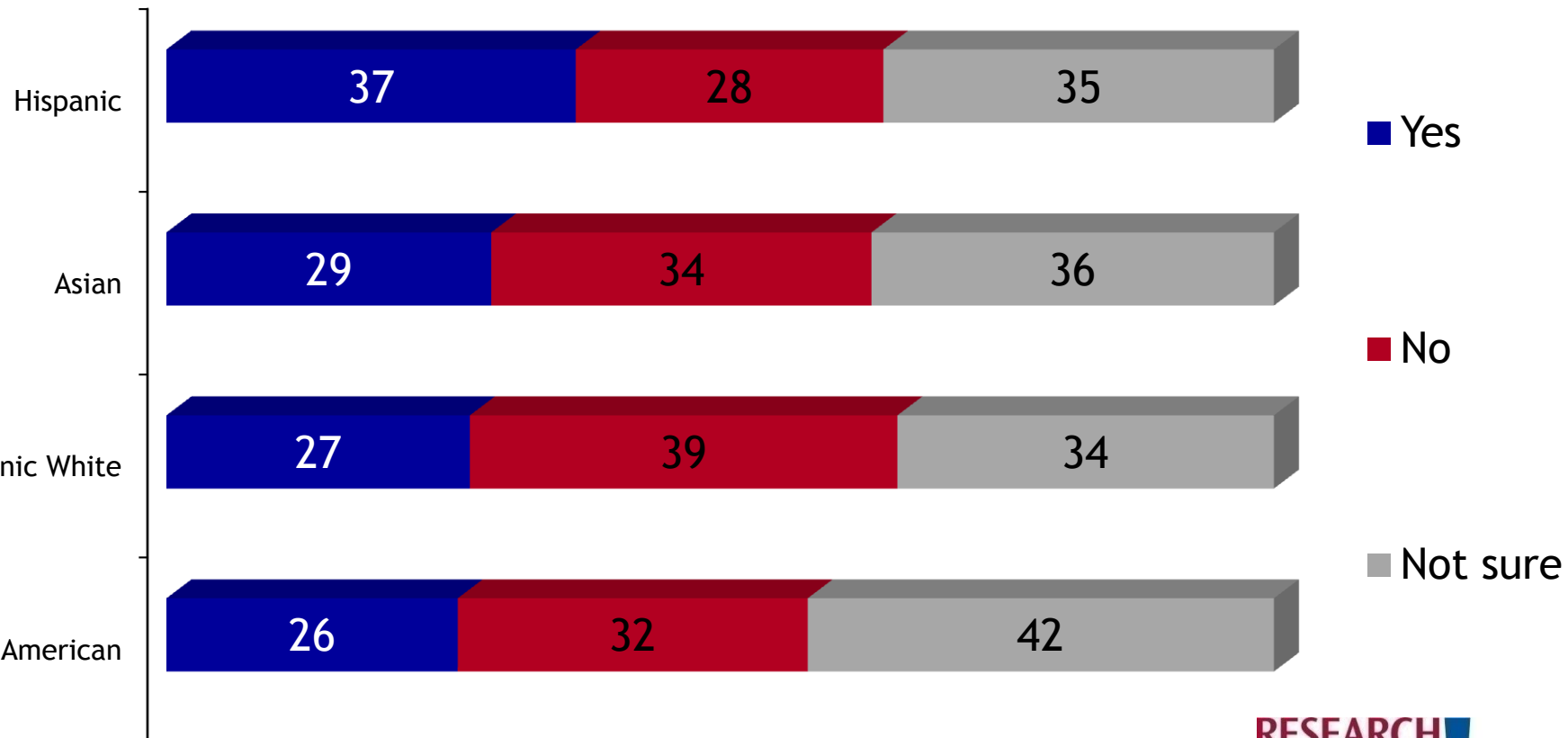
Please indicate your willingness to share your personal health information, assuming that appropriate privacy protections are in place, to advance medical research.



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

# Many Unsure if Clinical Trial Patients Receive Better Care

On balance, do you think a person receives better medical care if enrolled 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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