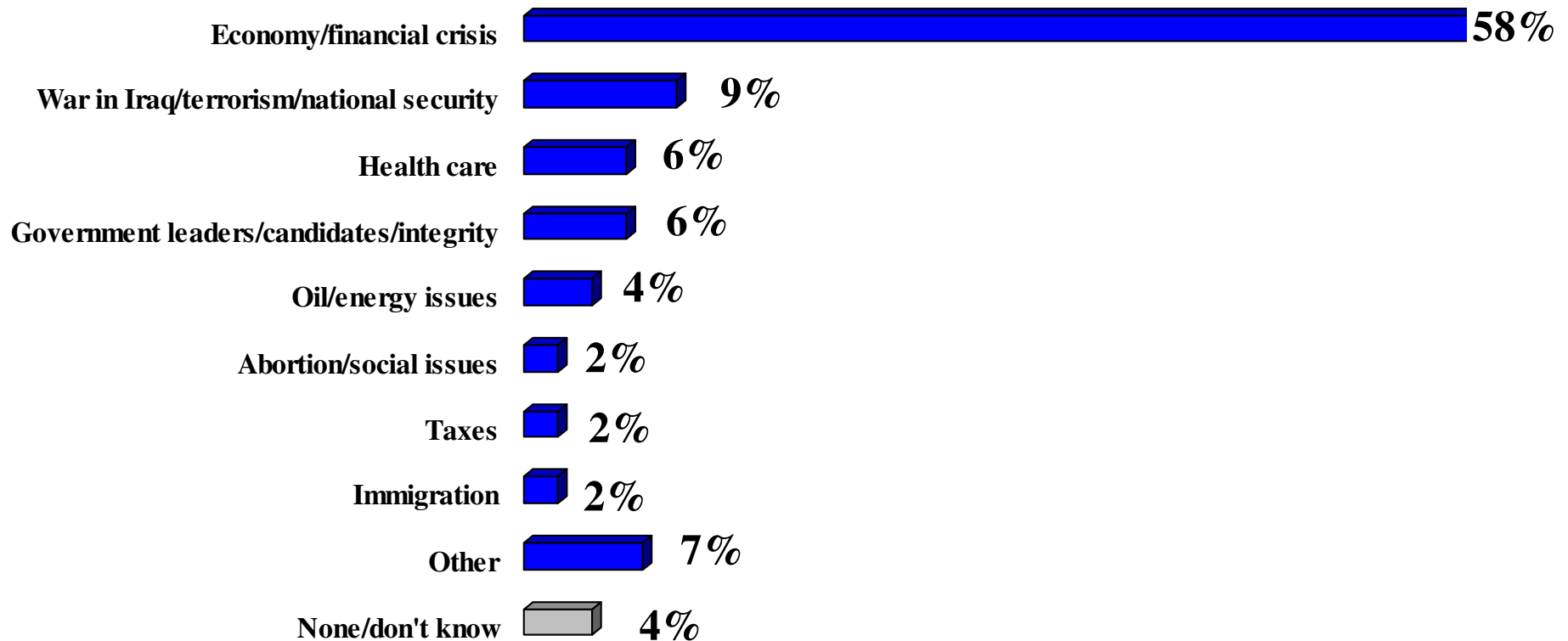


Most Important Election Issues

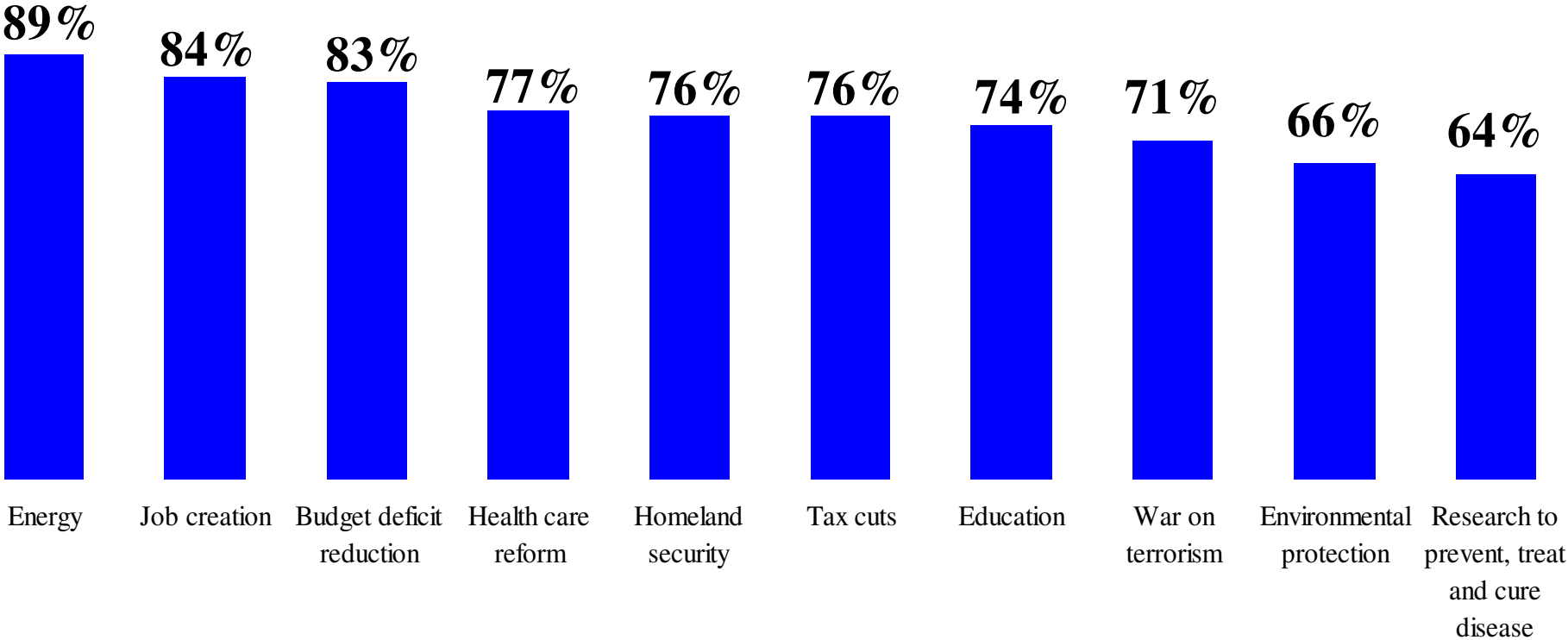
What would you say is the single most important issue for you this election?
(*first mentions*)



Source: National Poll, 2008
Charlton Research Company for Research!America

Likelihood to Vote for Candidate

Would you be more likely or less likely to vote for a presidential candidate who made each of the following issues a top priority for the next Administration?
(% saying “Much More” or “Somewhat More”)

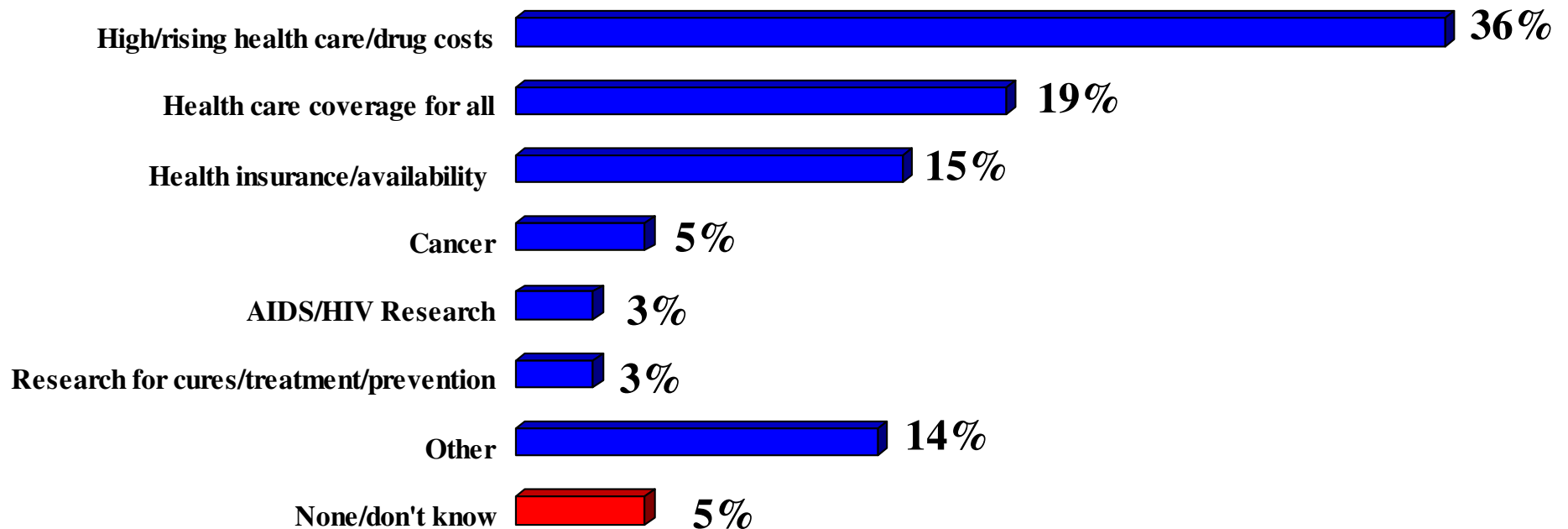


Source: National Poll, 2008
Charlton Research Company for Research!America



Most Important Health Issues

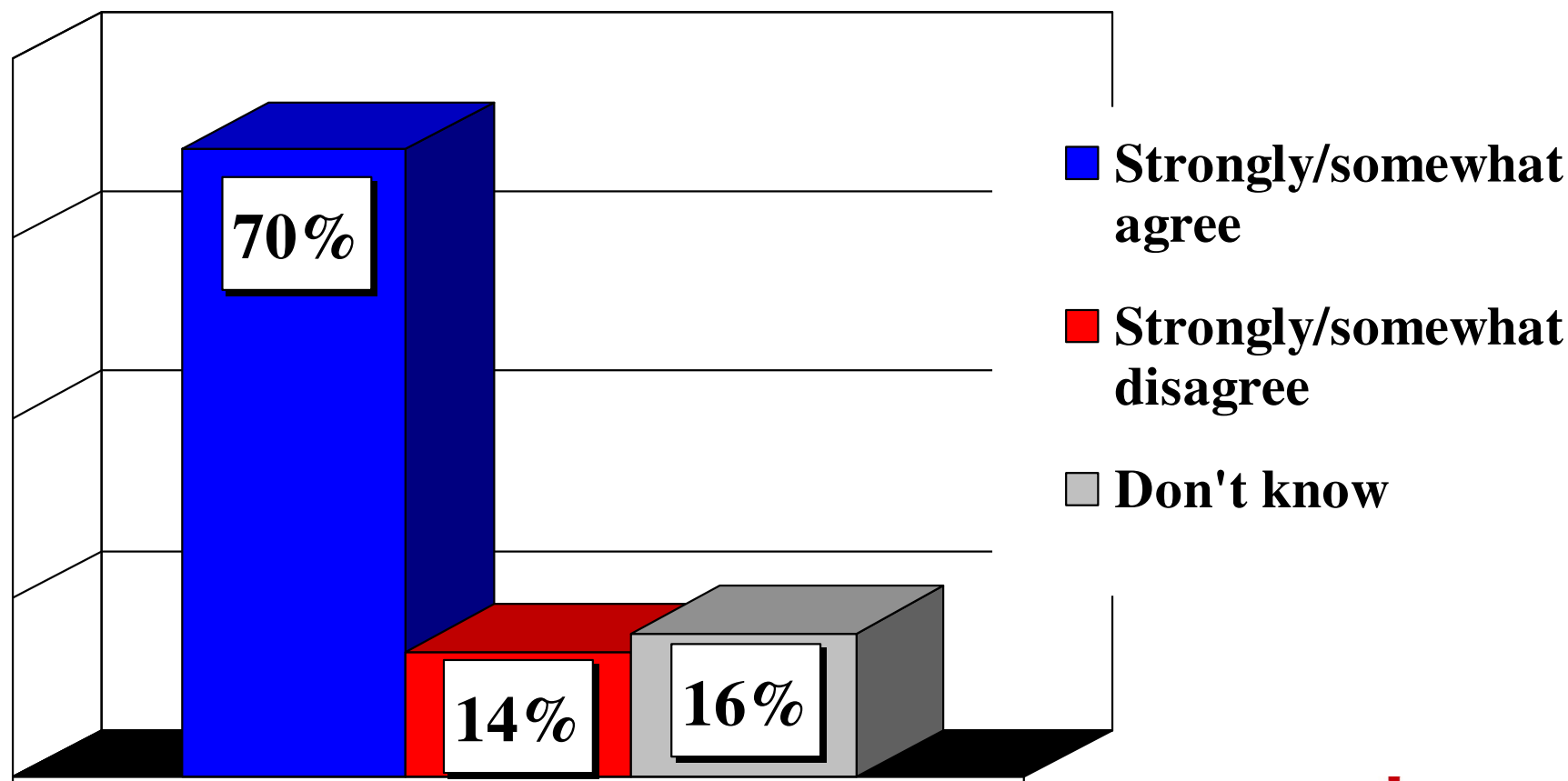
What would you say is the single most important health issue?
(*first mentions*)



Source: National Poll, 2008
Charlton Research Company for Research!America

U.S. Competitive Edge in Innovation

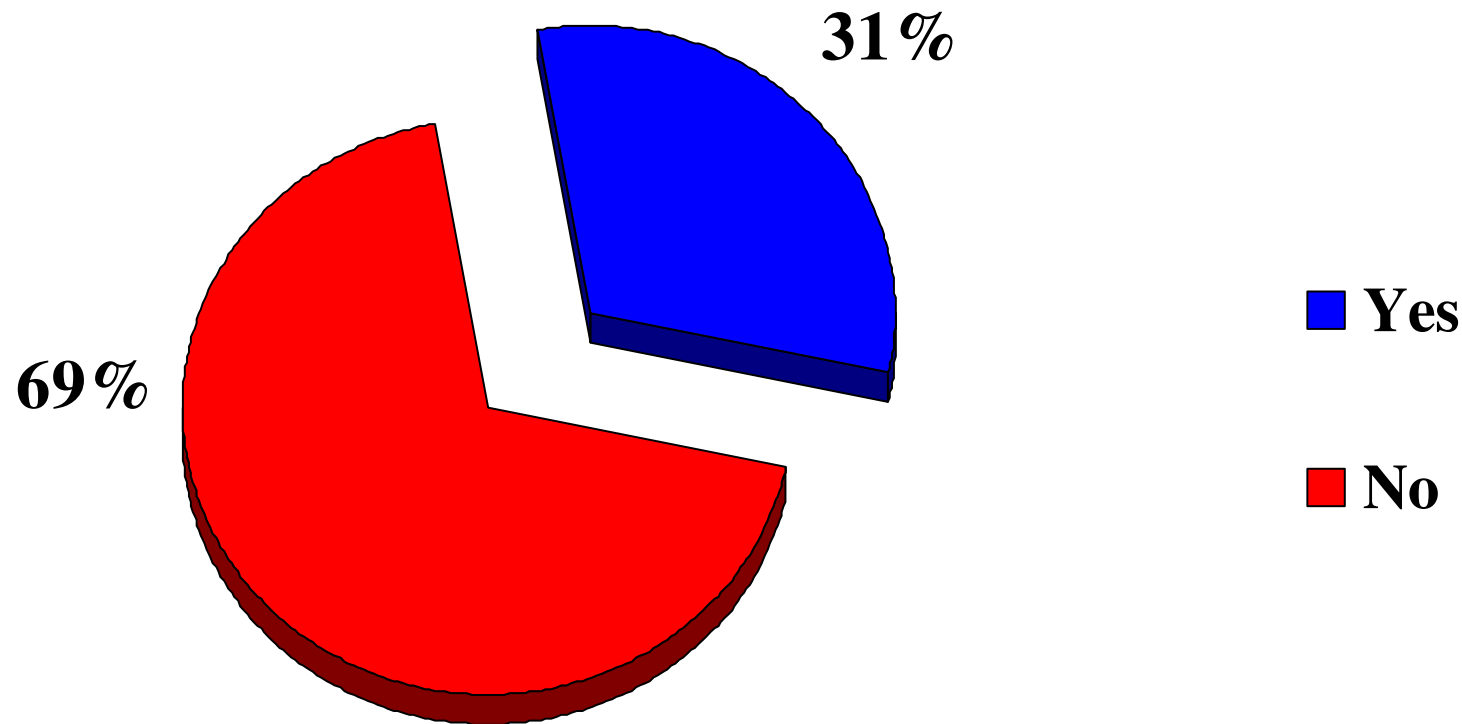
Do you agree or disagree with this statement: The U.S. is losing its global competitive edge in science, technology and innovation.



Source: National Poll, 2008
Charlton Research Company for Research!America

U.S. Does Not Have Best Health Care System

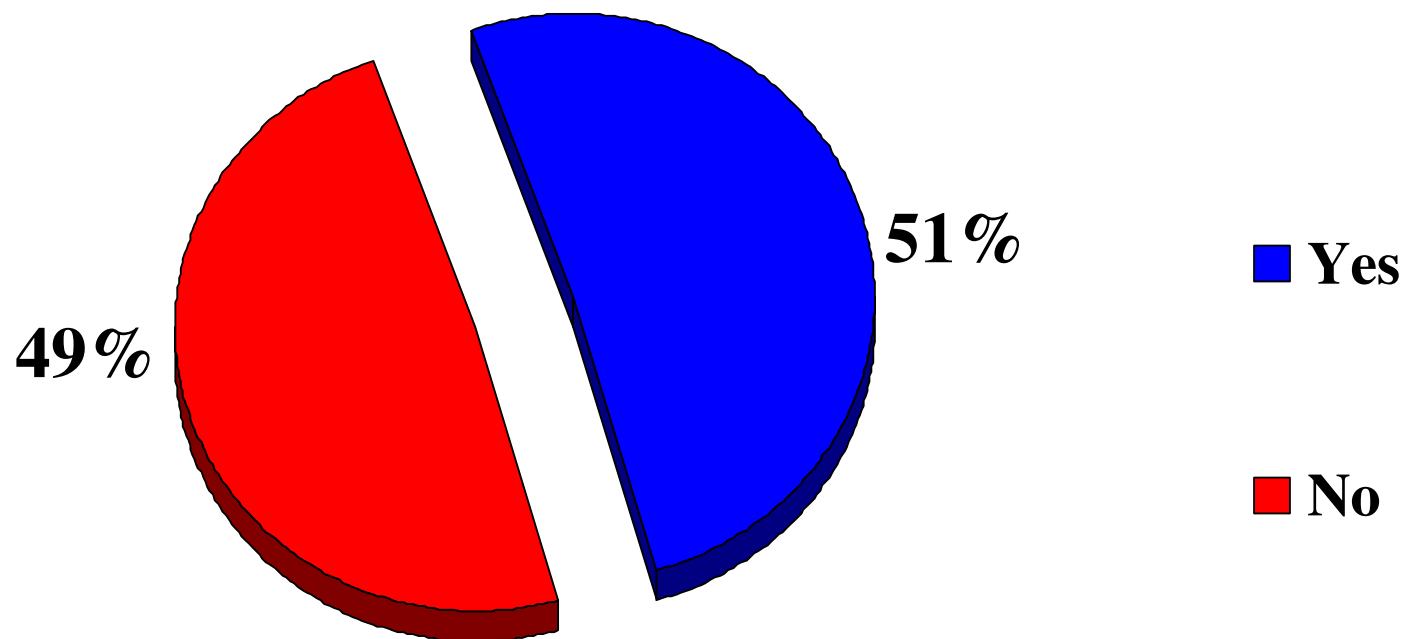
Do you believe that the United States has the best health care system in the world?



Source: National Poll, 2008
Charlton Research Company for Research!America

Americans Split on Whether Health Care is Based on Research

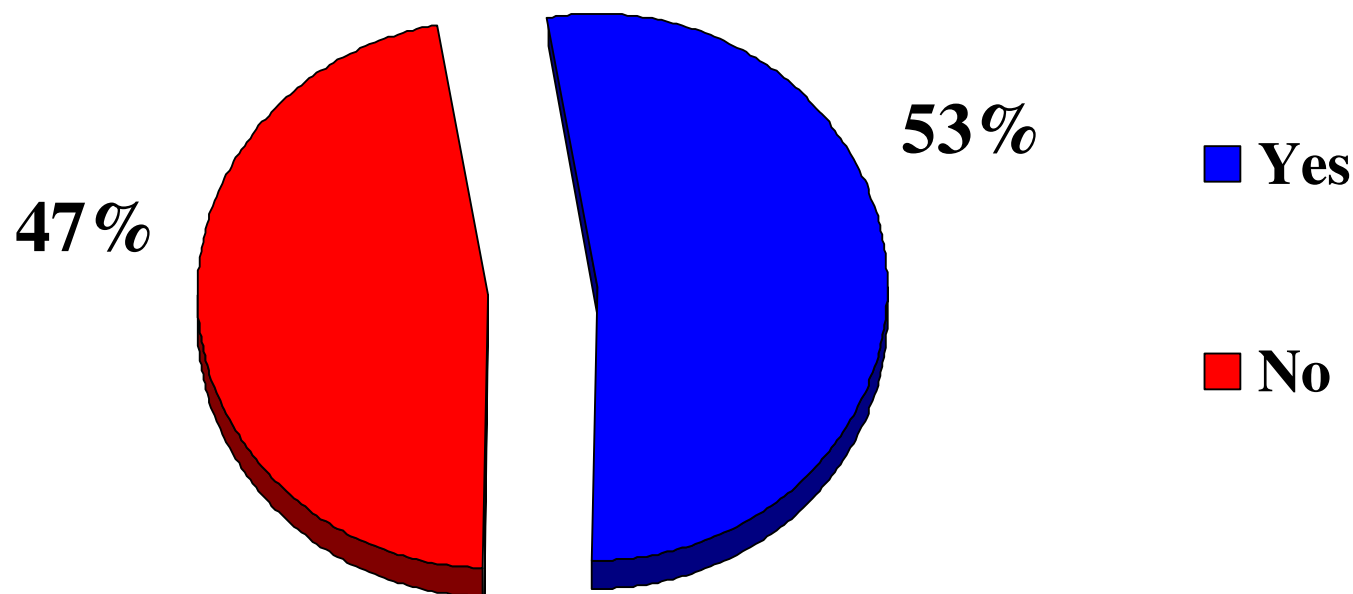
Do you believe that the health care services Americans generally receive are based on the best and most recent research available?



Source: National Poll, 2008
Charlton Research Company for Research!America

Some Americans Believe Their Own Health Care is Based on Research

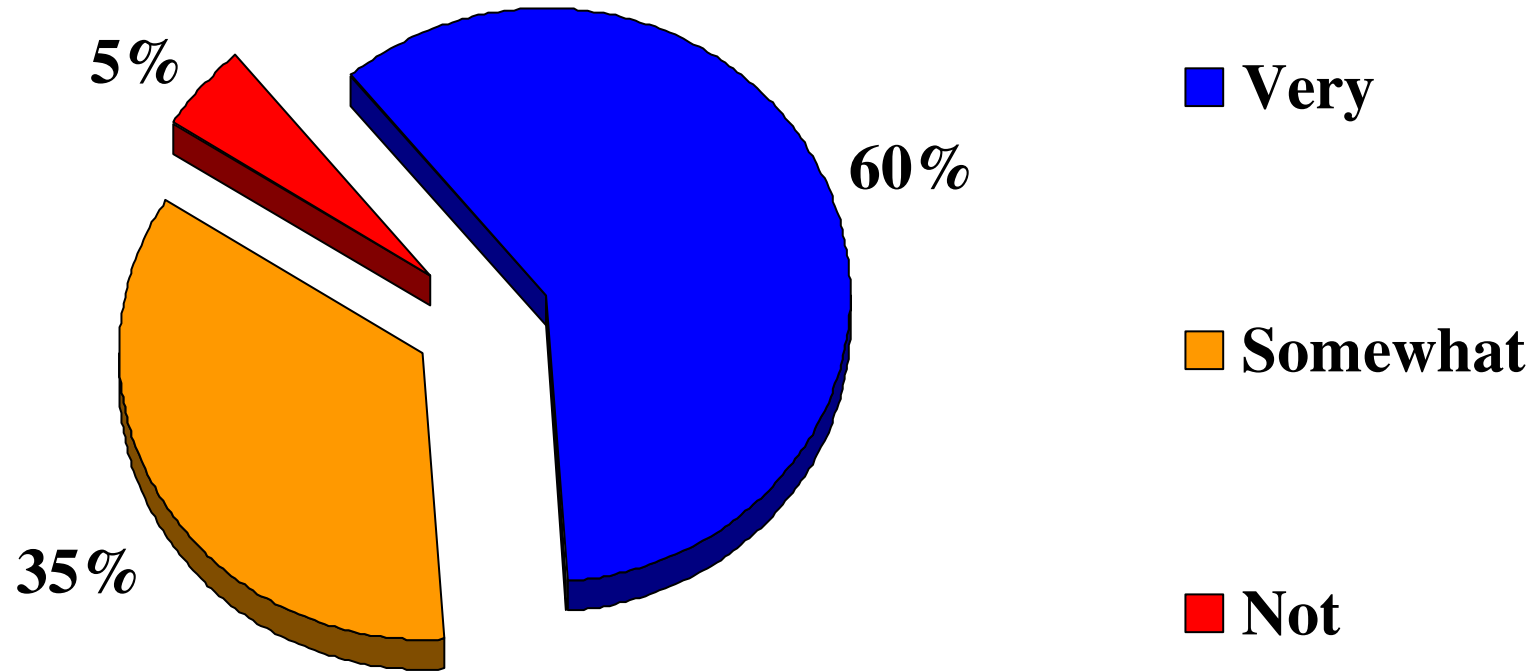
Do you believe that the health care services *you personally* receive are based on the best and most recent research available?



Source: National Poll, 2008
Charlton Research Company for Research!America

U.S. Should Support Research to Improve Health Care System

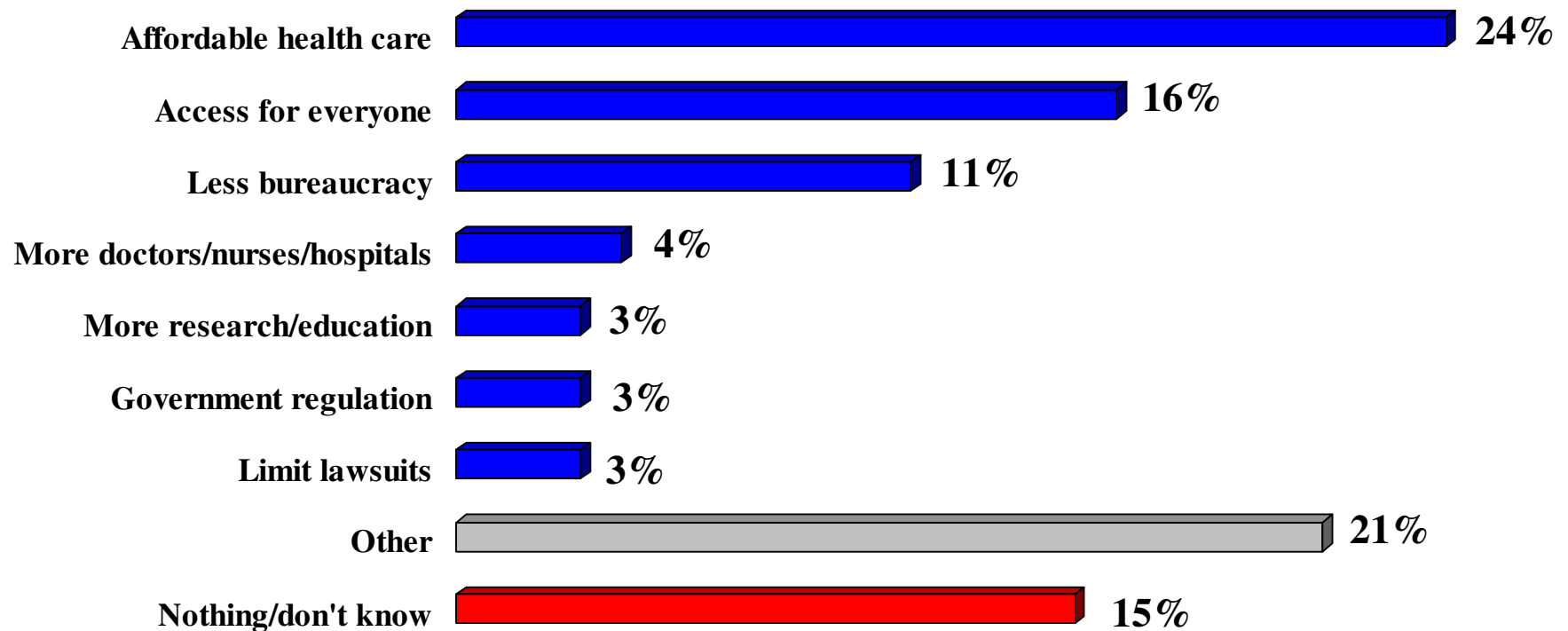
How important is it that our nation support research that focuses on how well the health care system is functioning?



Source: National Poll, 2008
Charlton Research Company for Research!America

Affordability Key to Making Health Care System Function Better

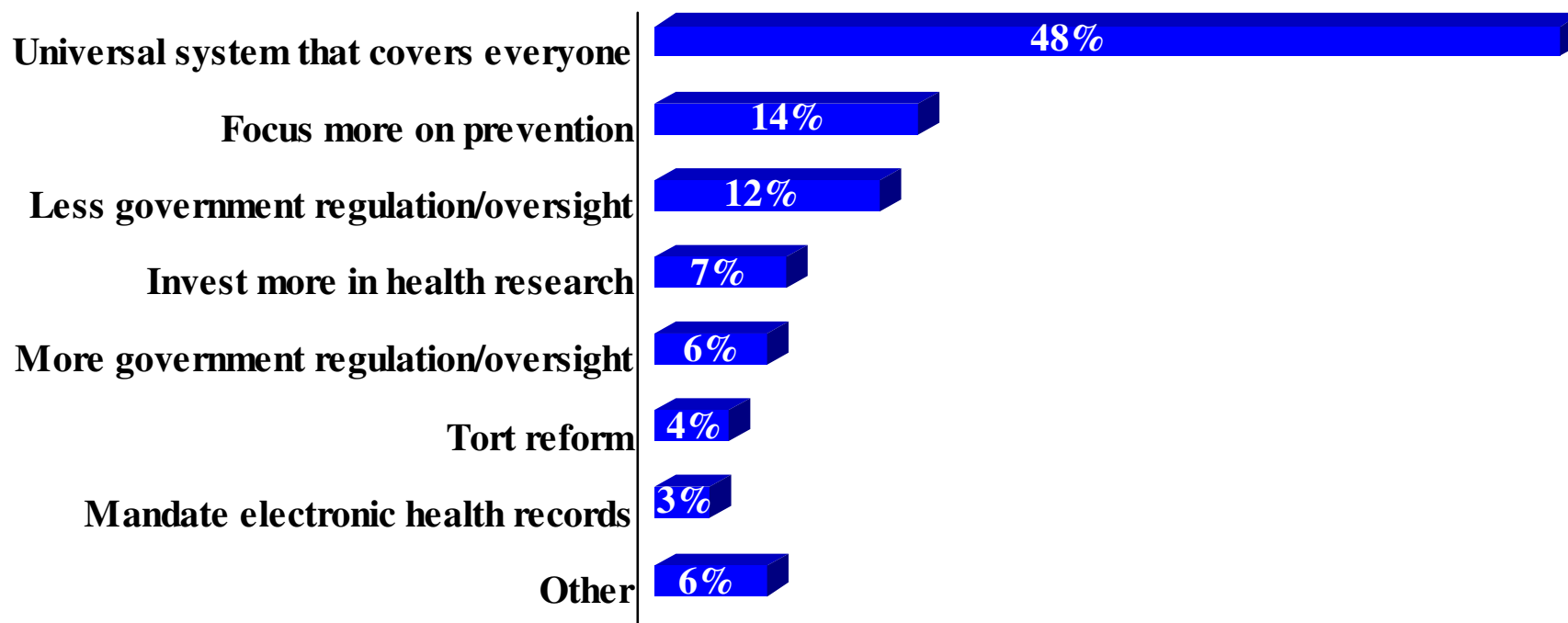
What could be done to make the health care system function better?
(first mentions)



Source: National Poll, 2008
Charlton Research Company for Research!America

Americans Favor Universal Coverage to Improve Health Care System

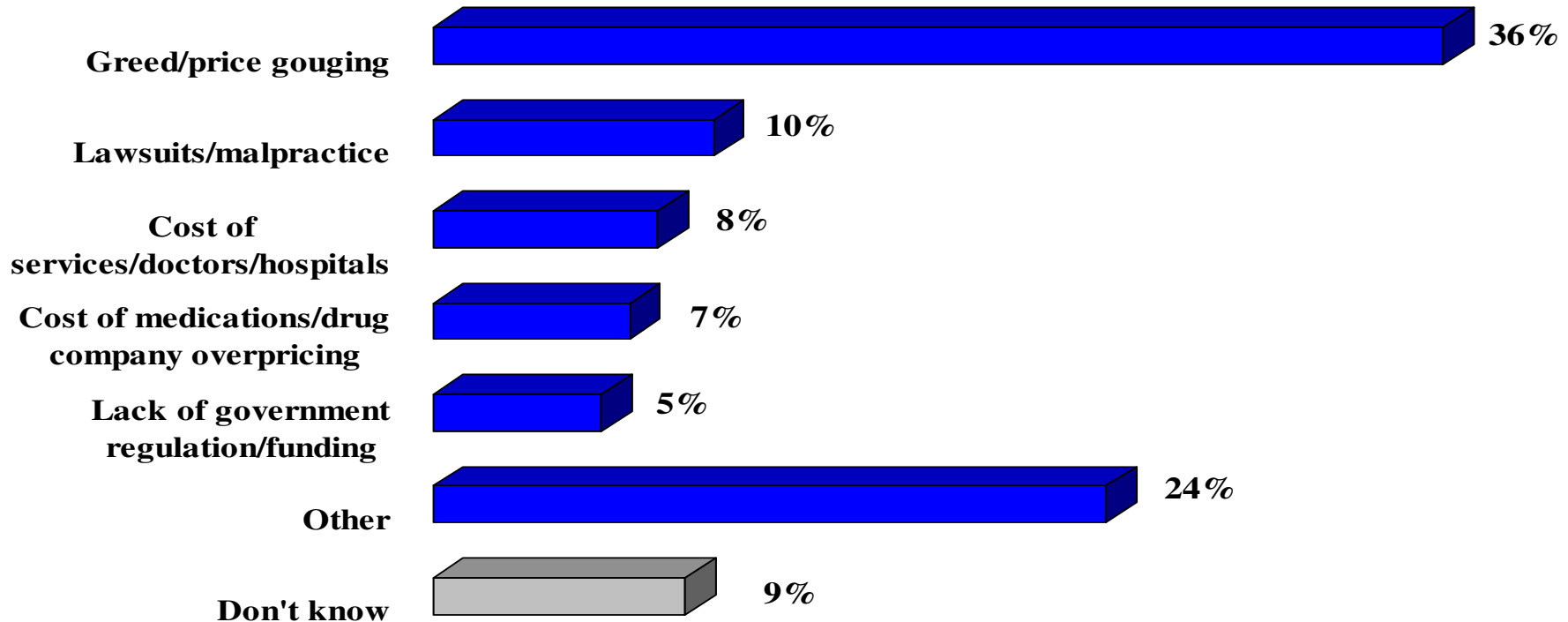
Which of the following do you think would be the best way to help make the health care system function better?



Source: National Poll, 2008
Charlton Research Company for Research!America

Greed Cited as Top Cause of Rising Health Care Costs

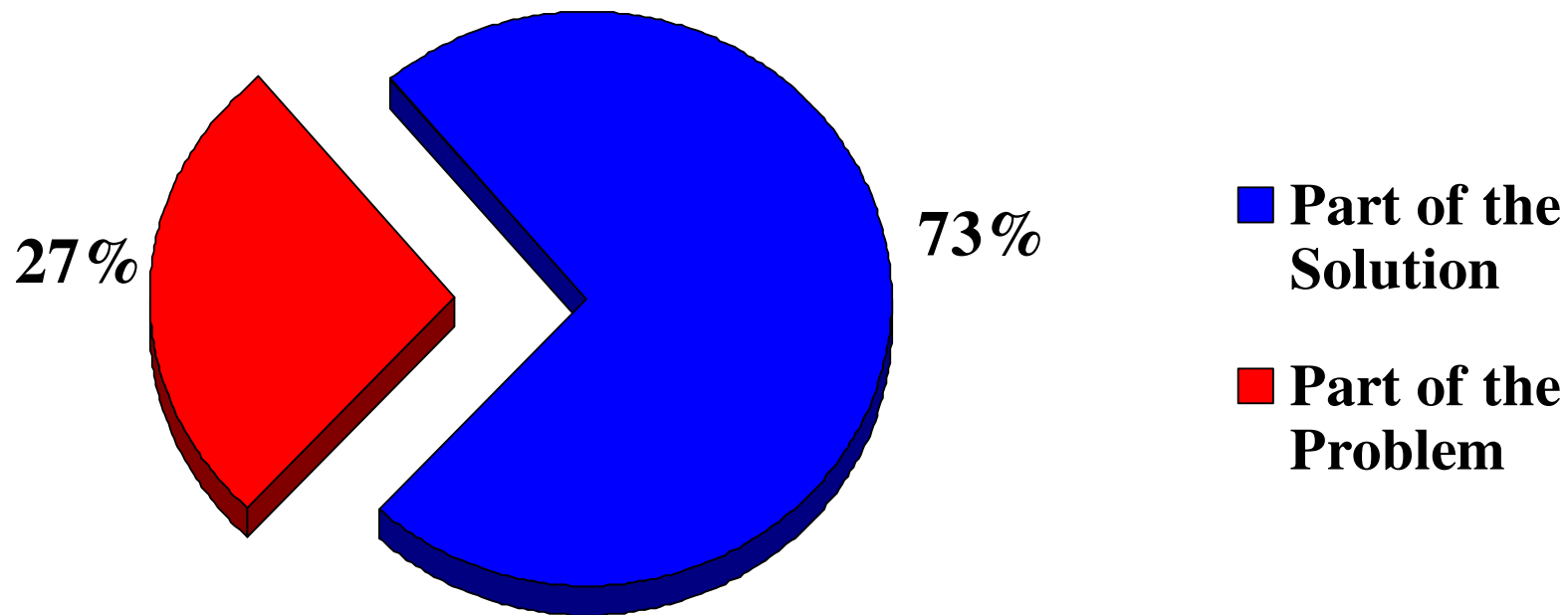
The majority of Americans say our health care costs too much. What would you say is the number one reason for that?
(first mentions)



Source: National Poll, 2008
Charlton Research Company for Research!America

Research Is A Solution to Rising Health Care Costs

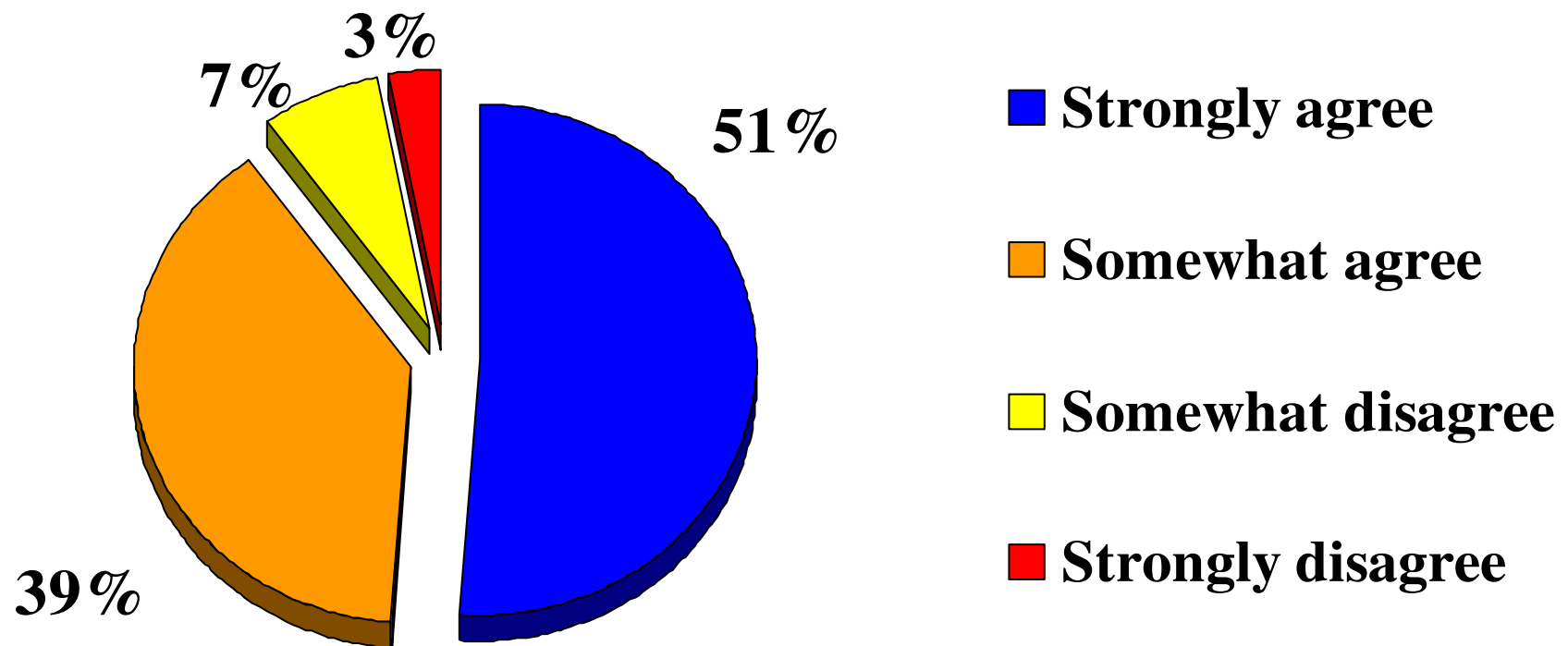
When it comes to rising health care costs, would you say research to improve health is part of the problem or part of the solution?



Source: National Poll, 2008
Charlton Research Company for Research!America

Mental Health Services Should be Part of All Health Care Plans

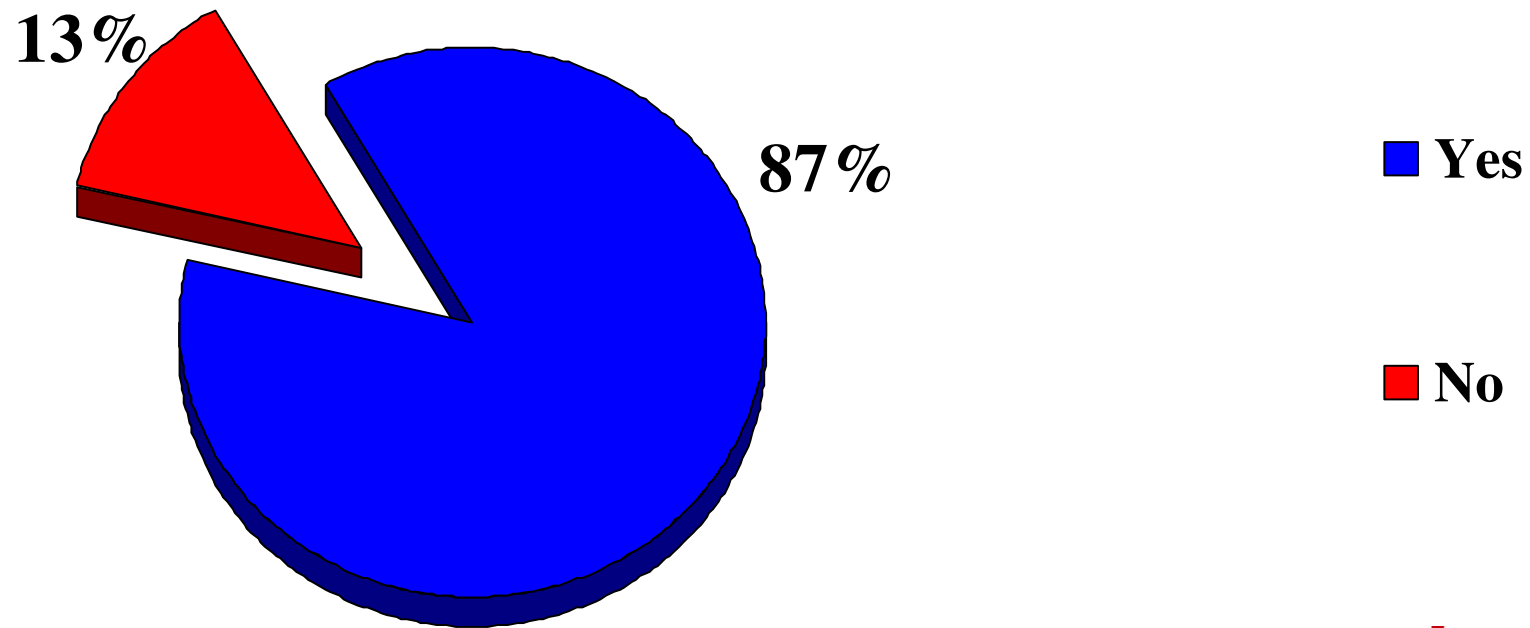
Do you agree or disagree that mental health services should be part of all health care plans in the public and private sectors?



Source: National Poll, 2008
Charlton Research Company for Research!America

Americans Willing to Share Health Information to Improve System

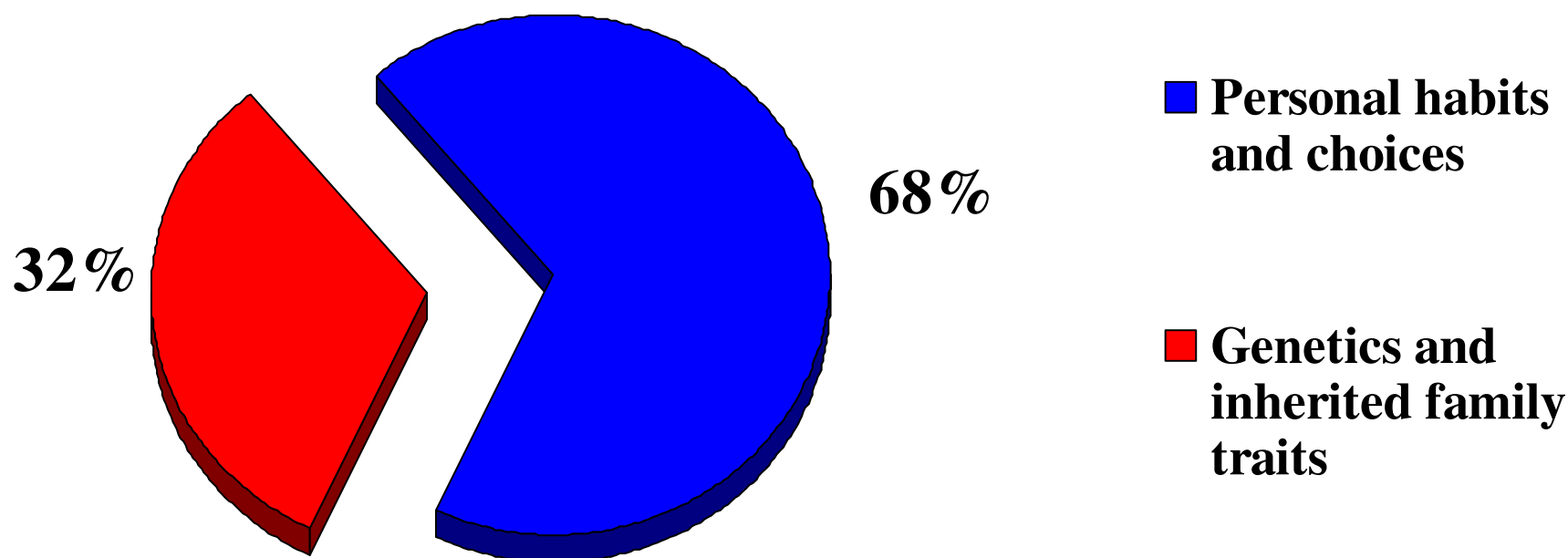
Assuming that appropriate privacy protections were used, would you be willing to share your health information so: 1) doctors and hospitals can improve their services; 2) researchers can better study diseases and learn about the quality of health care overall; 3) public health officials can better track disease and disability and the causes?



Source: National Poll, 2008
Charlton Research Company for Research!America

Americans Think Habits and Personal Choices Trump Genes

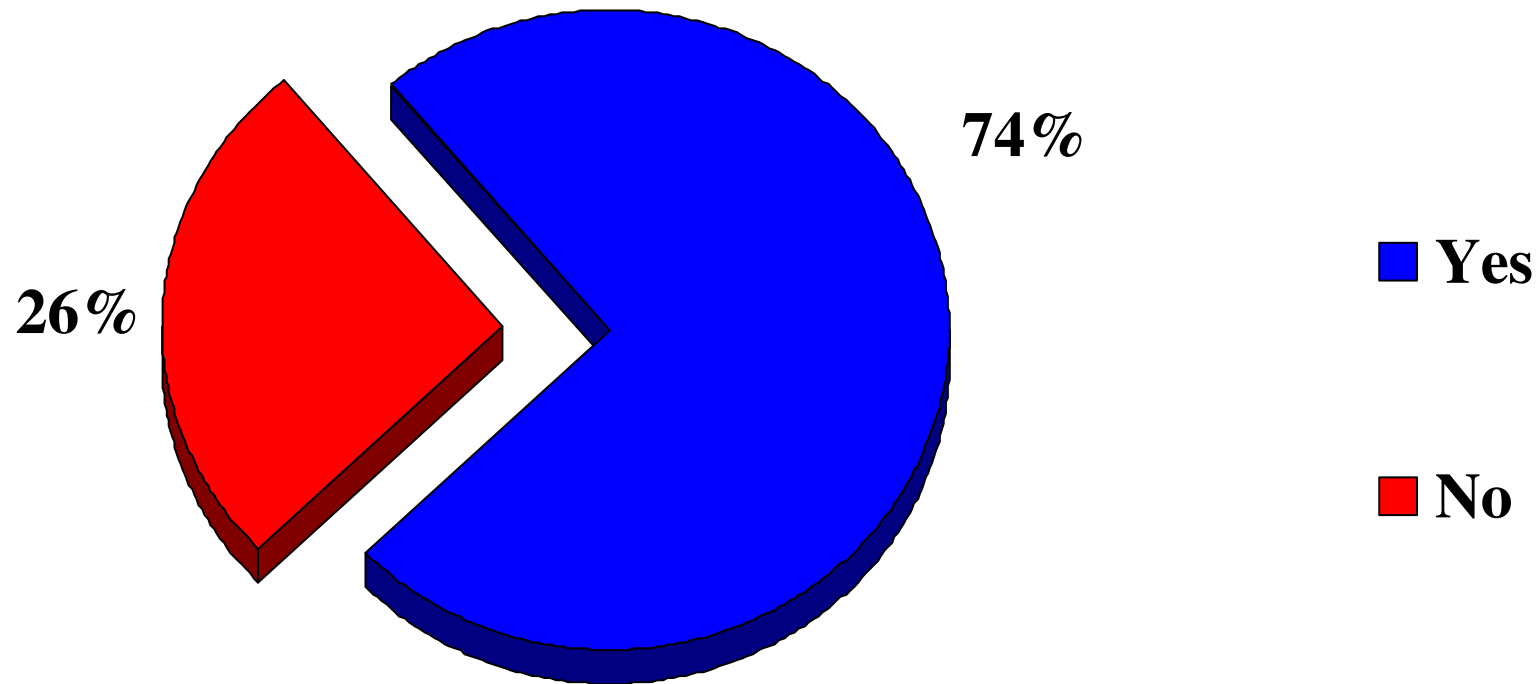
Which do you think is more important in determining how healthy you are: personal habits and choices or genetics and inherited family traits?



Source: National Poll, 2008
Charlton Research Company for Research!America

Americans Want To Be Genetically Tested for Personalized Medicine

Would you want to be genetically tested to determine which medications might be most effective and safest for you?

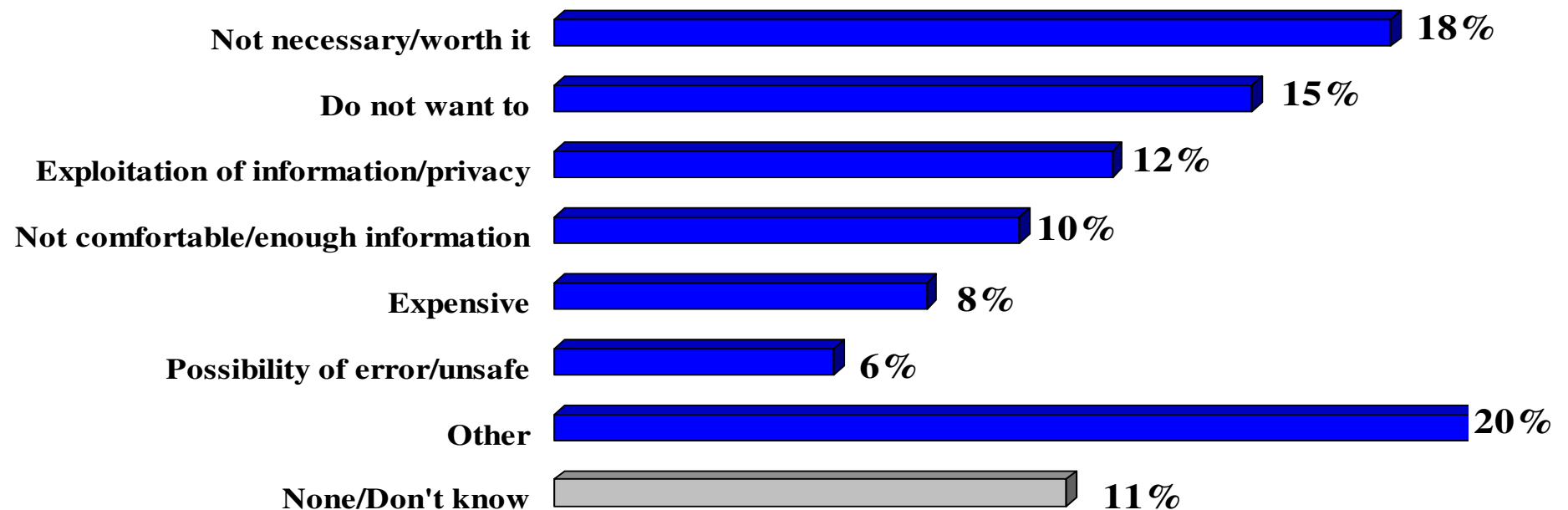


Source: National Poll, 2008
Charlton Research Company for Research!America

Some Americans Resist Genetic Tests

Why would you not want to be genetically tested to determine which medications might be most effective and safest for you?

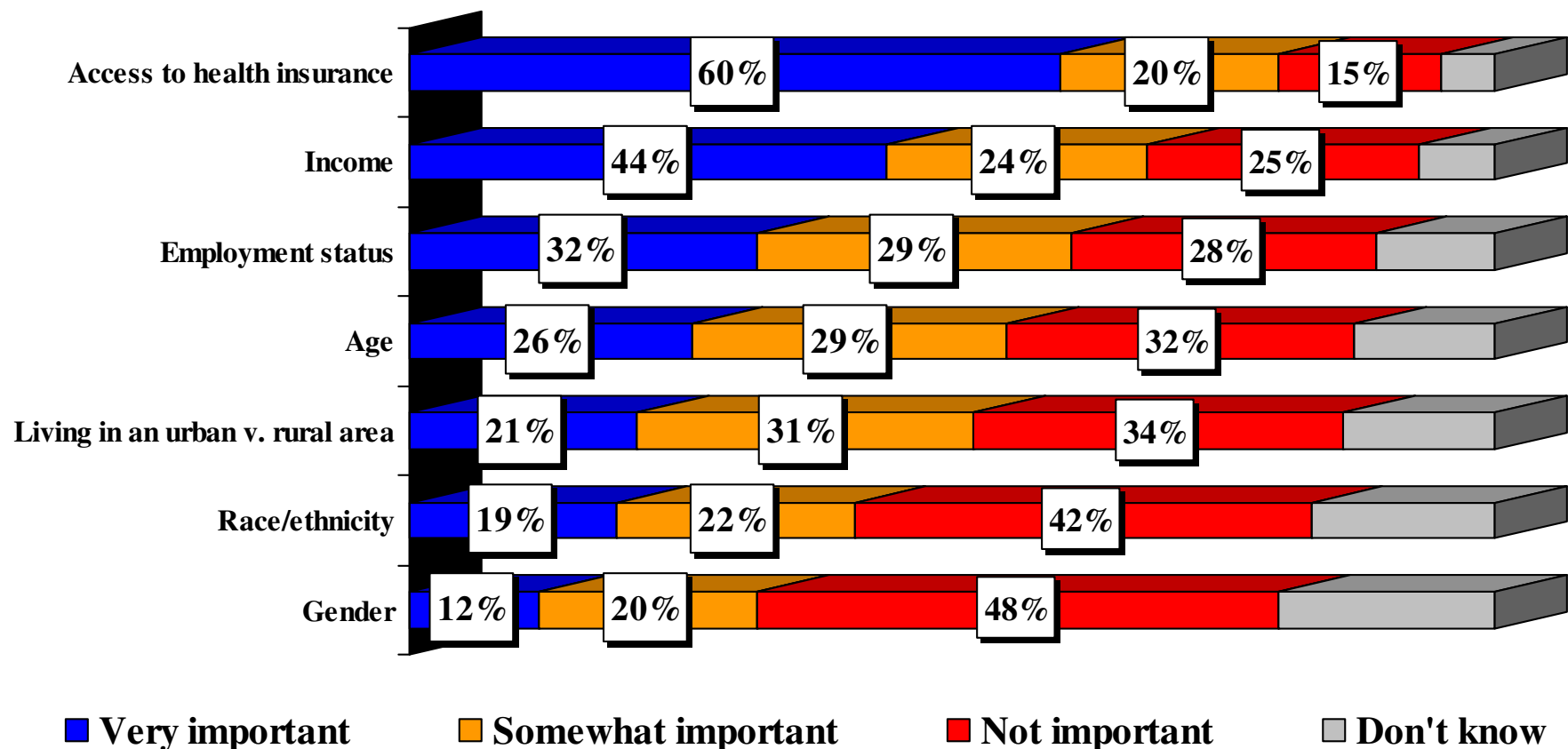
(n=264)



Source: National Poll, 2008
Charlton Research Company for Research!America

Factors in Who Receives High-Quality Healthcare

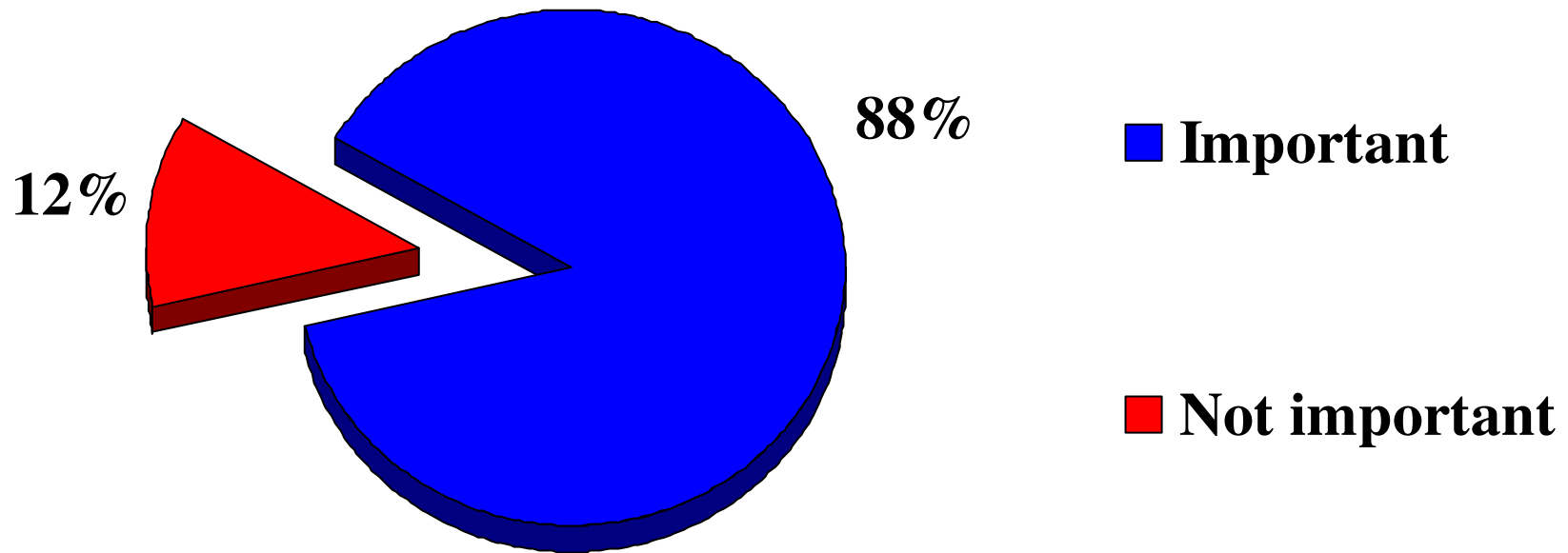
The quality of health care varies among populations in the U.S. How important do you think each of the following is in determining if someone receives high-quality health care?



Source: National Poll, 2008
Charlton Research Company for Research!America

Important to Eliminate Health Disparities

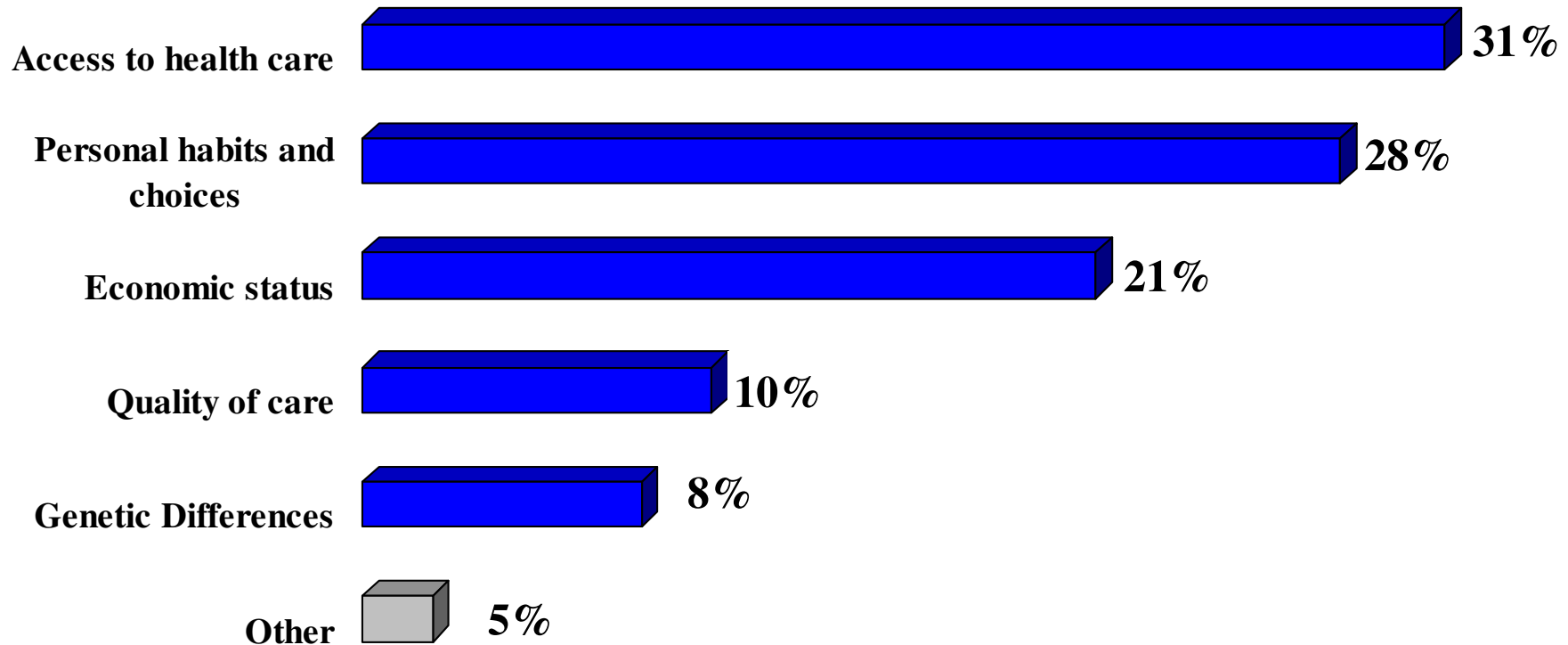
Studies show that certain health problems such as diabetes, heart disease and infant mortality happen more often among minorities or citizens with lower incomes. How important do you feel it is to conduct medical or health research to understand and eliminate these differences?



Source: National Poll, 2008
Charlton Research Company for Research!America

Causes of Health Disparities

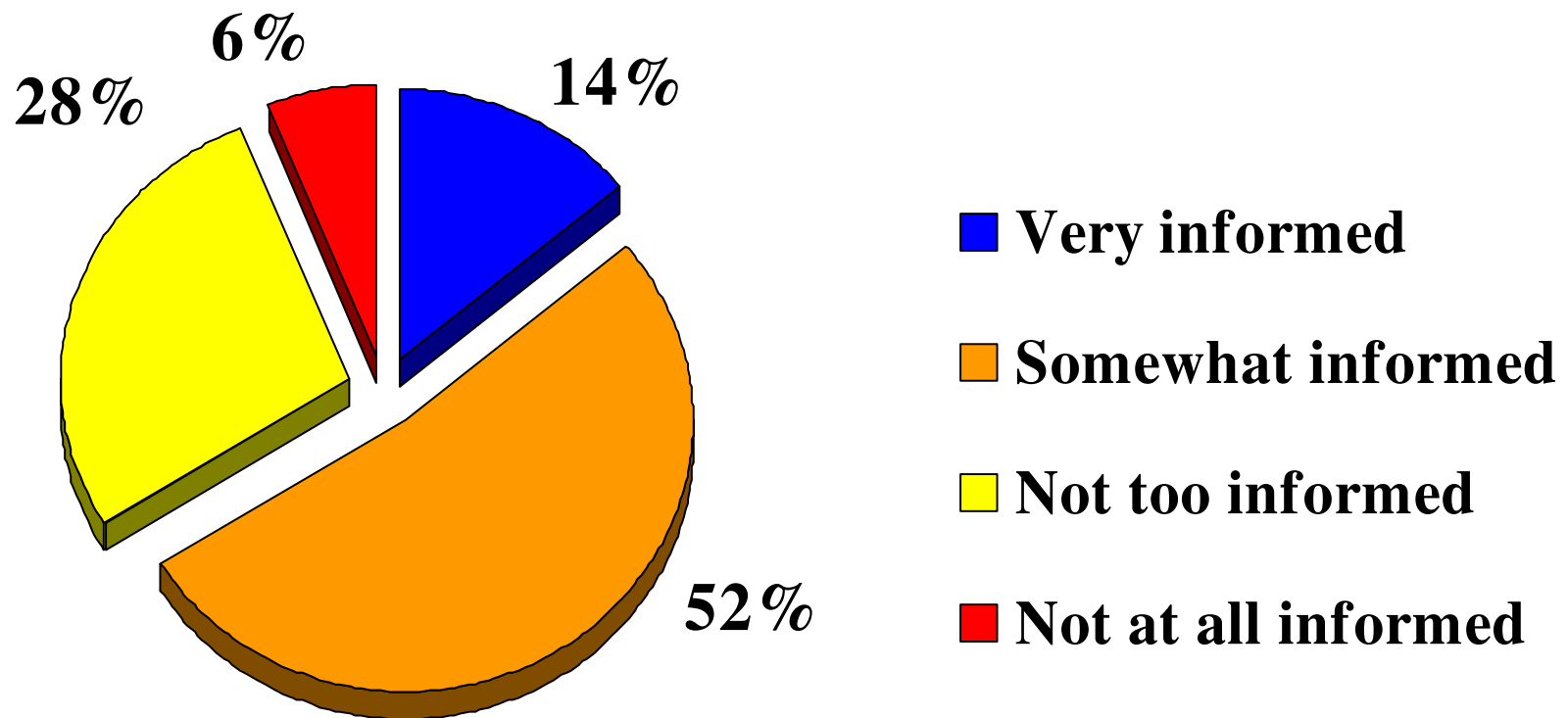
When considering possible causes for health differences among minority groups, which of the following possible causes do you think has the most impact?



Source: National Poll, 2008
Charlton Research Company for Research!America

Few Very Well Informed of Candidates' Positions on Research

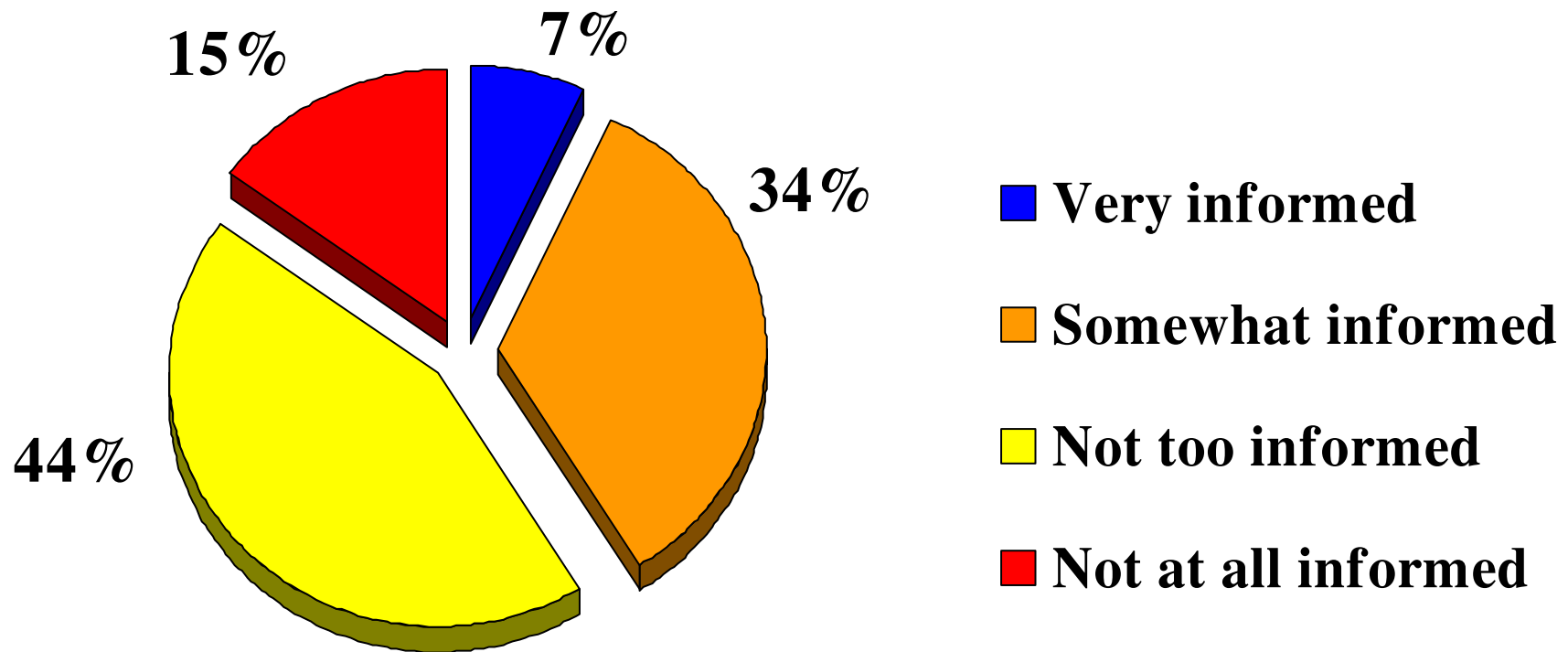
How well informed would you say you are about the positions of the presidential candidates on medical, health and scientific research?



Source: National Poll, 2008
Charlton Research Company for Research!America

Few Very Well Informed of Candidates' Positions on Research

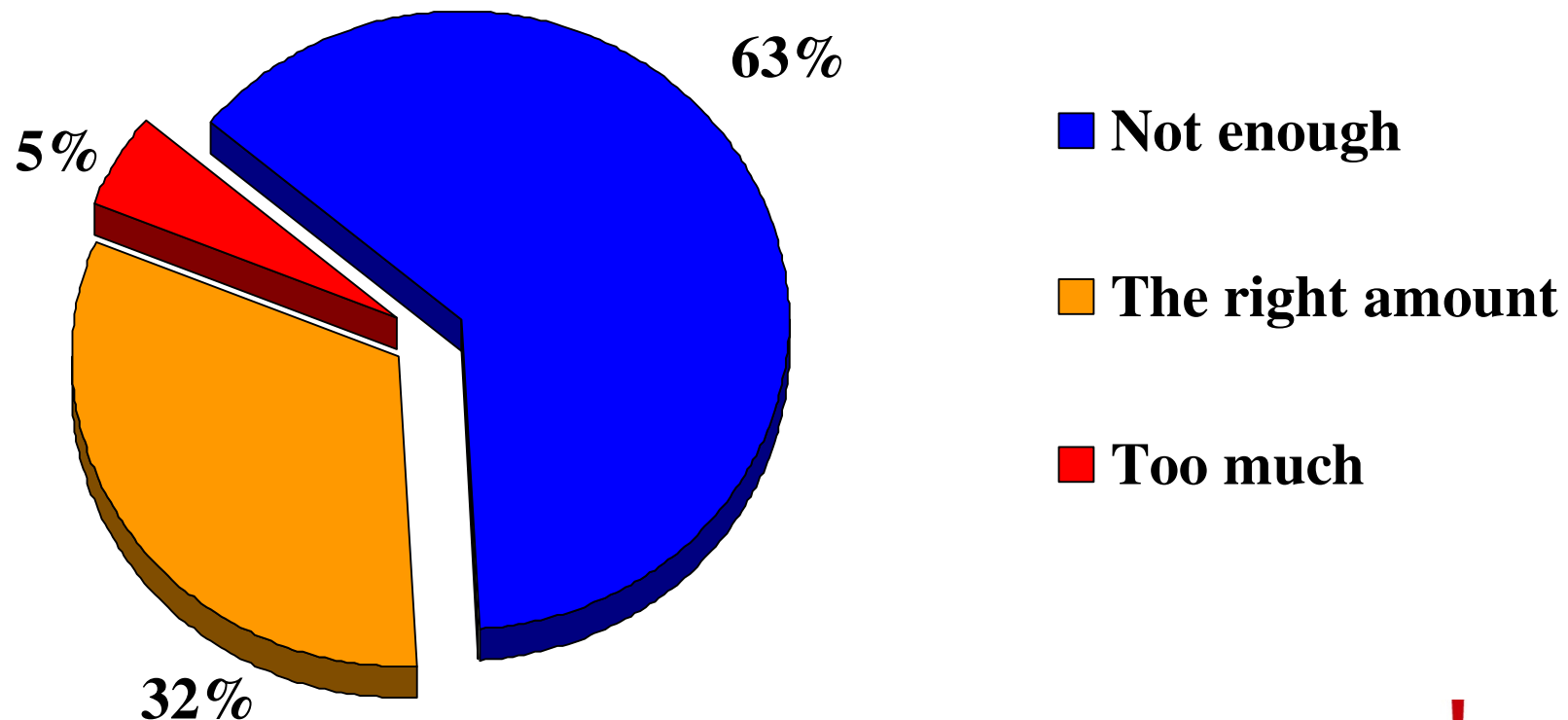
How well informed would you say you are about the positions of your congressional candidates on medical, health and scientific research?



Source: National Poll, 2008
Charlton Research Company for Research!America

Americans Say Not Enough Spent on Research

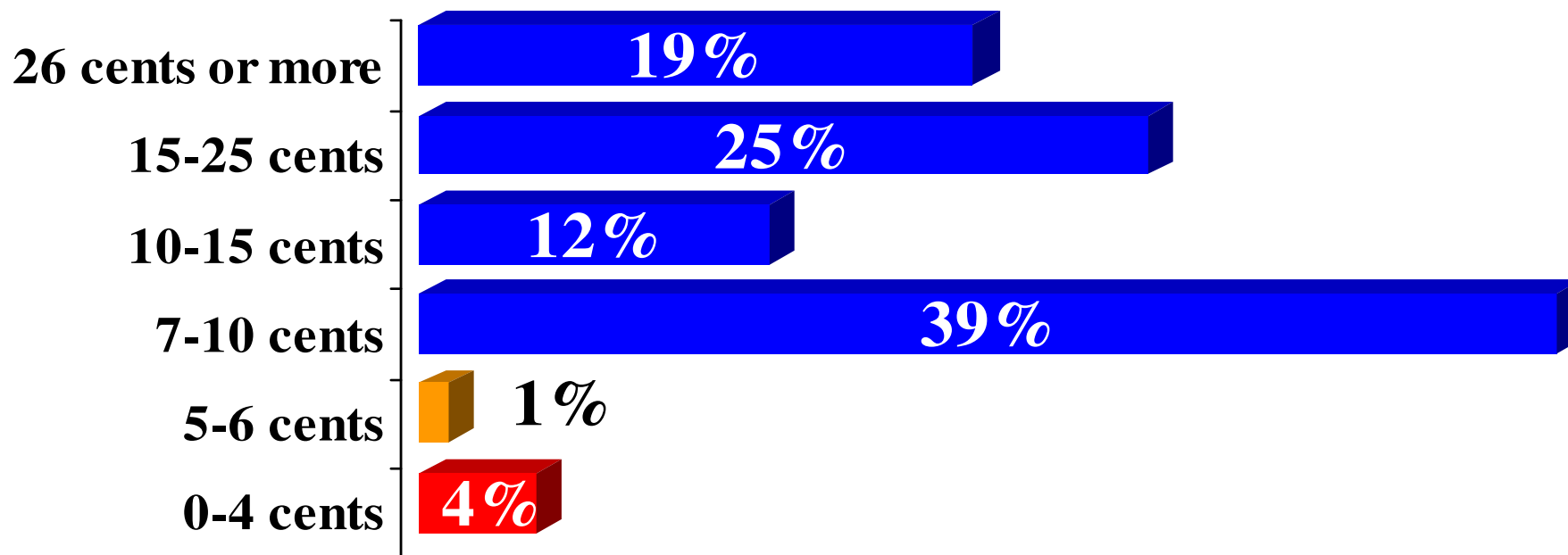
In 2007, the U.S. spent 5 and a half cents of each health dollar on research to prevent, cure and treat disease and disability. Do you think that is too much, the right amount, or not enough?



Source: National Poll, 2008
Charlton Research Company for Research!America

Americans Want More Spent on Research to Improve Health

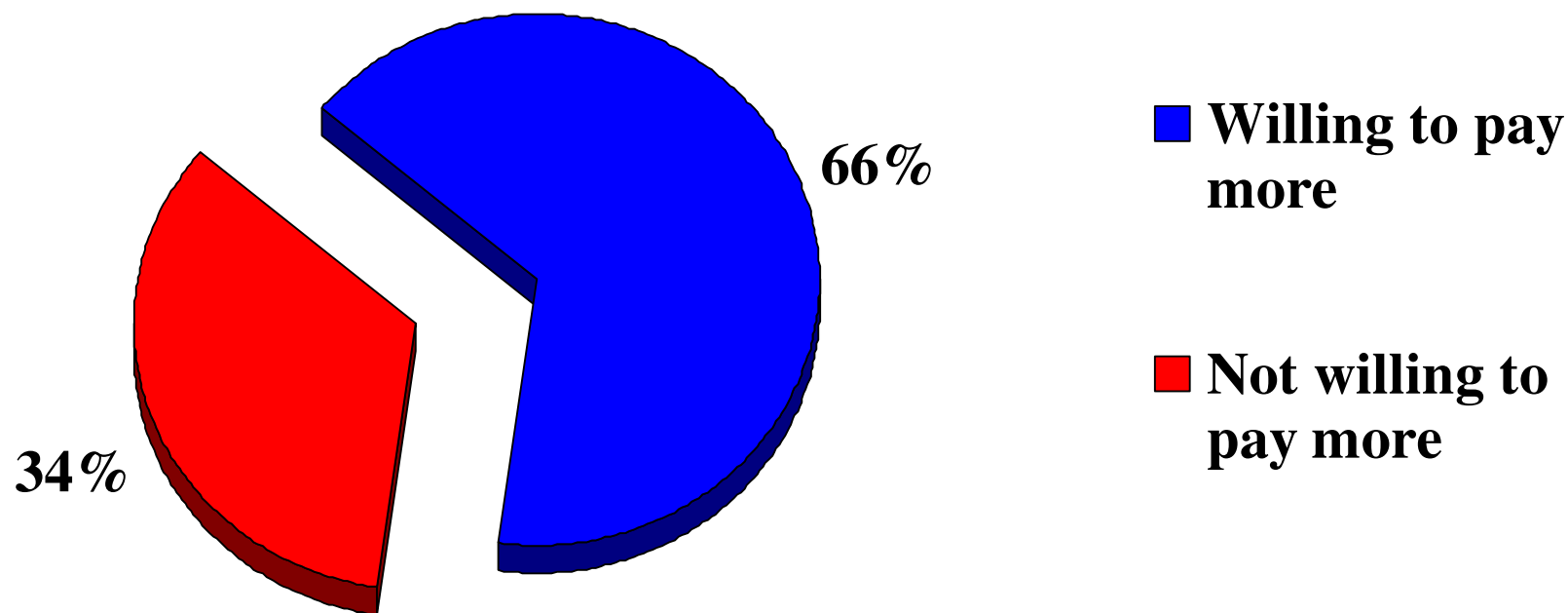
How many cents of each health dollar do you think we SHOULD spend? (n=632)



Source: National Poll, 2008
Charlton Research Company for Research!America

Americans Willing to Pay More for Medical Research

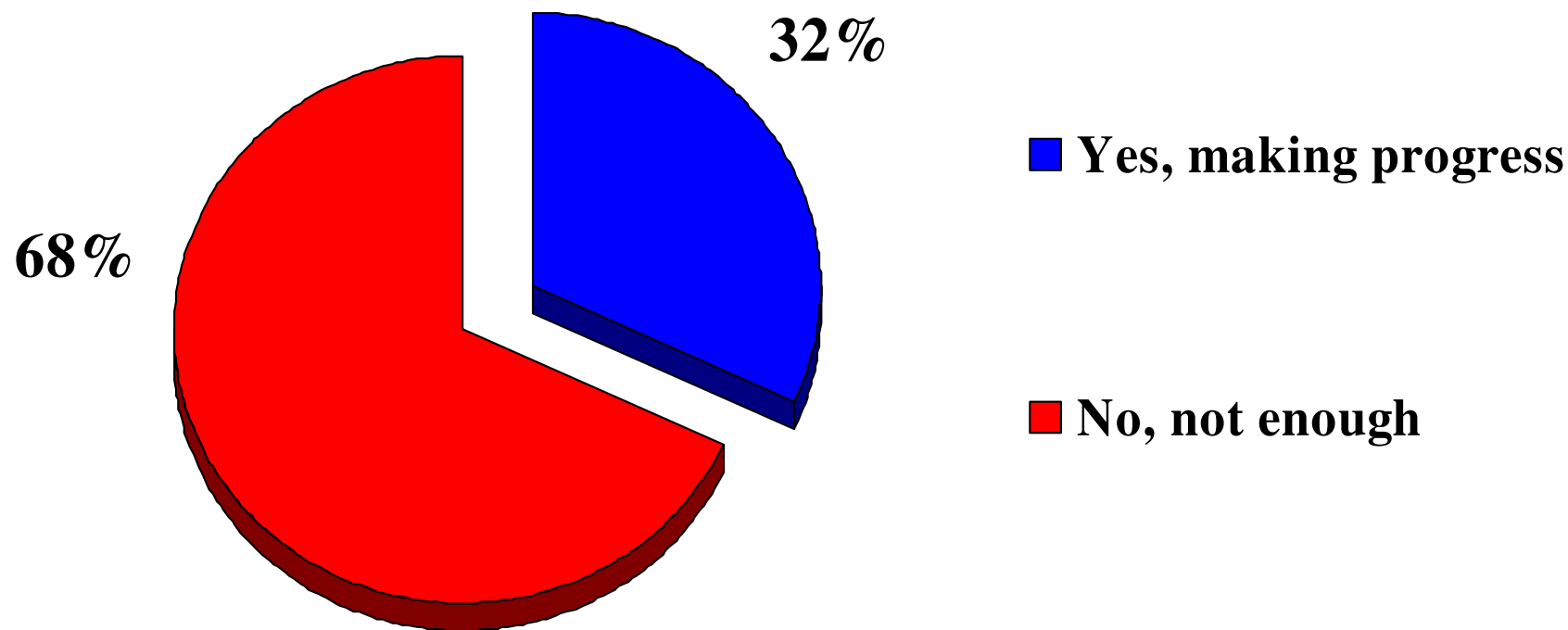
Would you be willing to pay \$1 per week more in taxes if you were certain that all the money would be spent for additional medical research, or not?



Source: National Poll, 2008
Charlton Research Company for Research!America

Americans Expect More Progress in Research

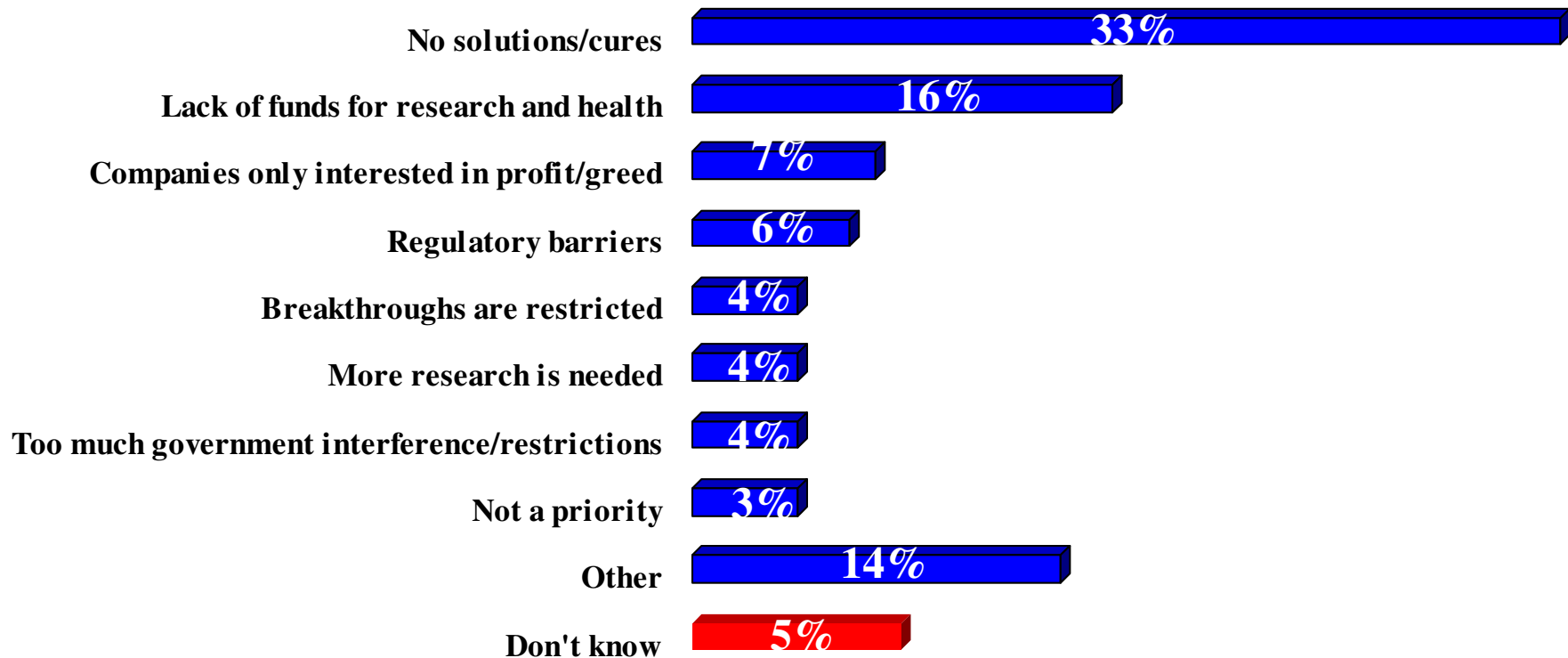
Do you believe that we are making enough progress in medical research in the U.S. or not?



Source: National Poll, 2008
Charlton Research Company for Research!America

Barriers to Progress

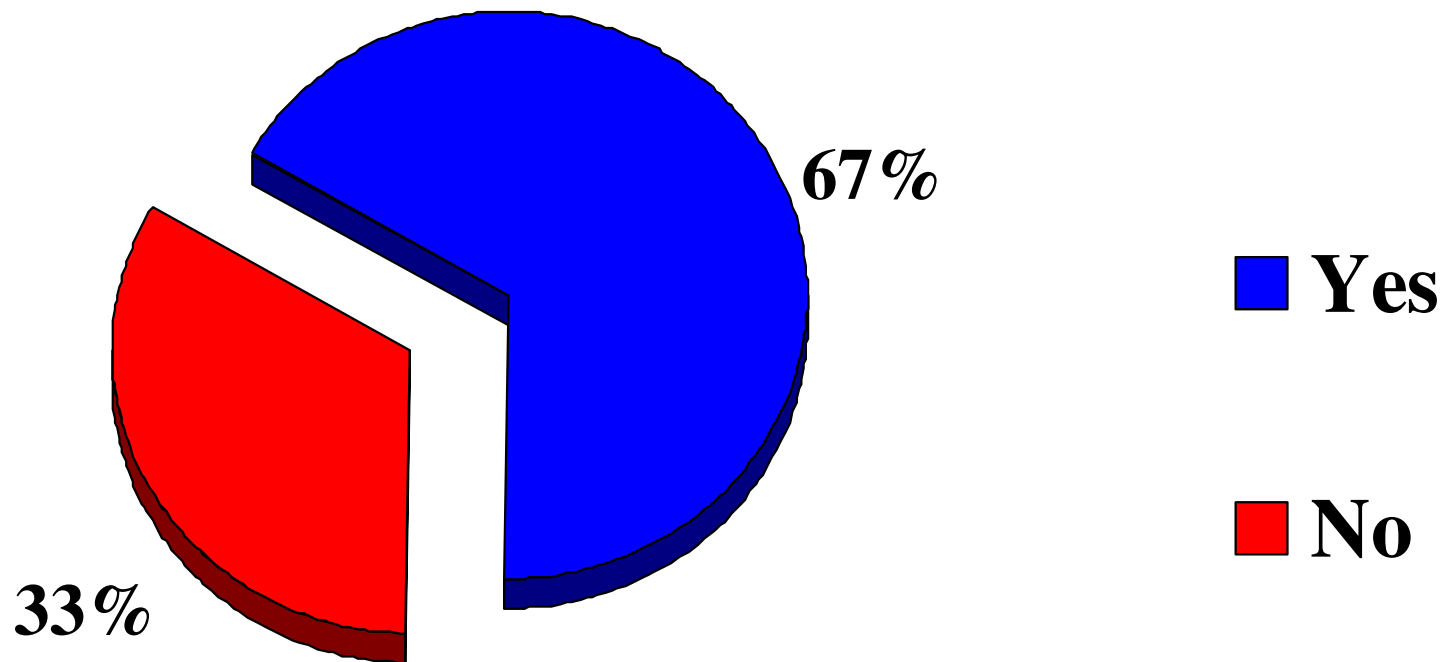
Why do you believe that we are not making enough progress?
(first mentions) (n=676)



Source: National Poll, 2008
Charlton Research Company for Research!America

Animal Research is Necessary

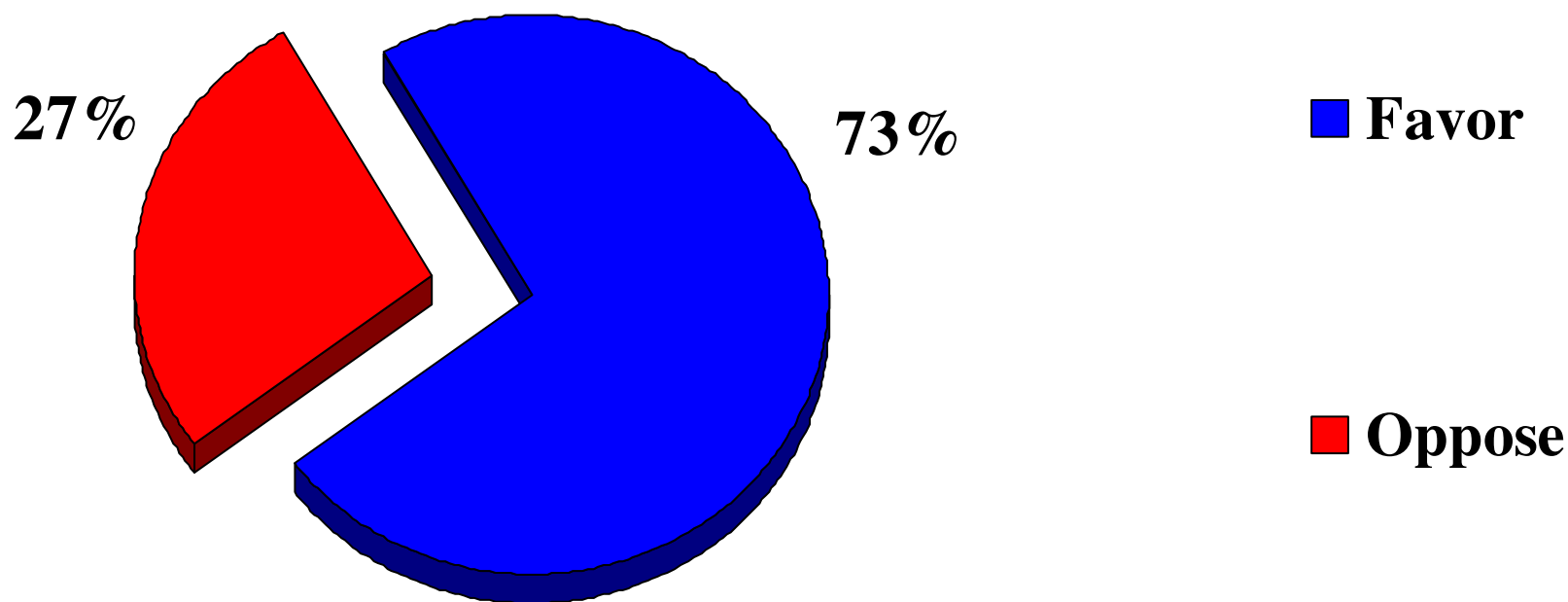
Do you believe the use of animals in medical research is necessary for progress in human health?



Source: National Poll, 2008
Charlton Research Company for Research!America

Majority of Americans Favor Federal Funding for ESCR

Do you favor or oppose expanding federal funding for research using embryonic stem cells?



Source: National Poll, 2008
Charlton Research Company for Research!America

Methodology

The survey was conducted online by Charlton Research Company for Research!America in September 2008, with a sample of 1,000 U.S. adults (18+) and a margin of error of $\pm 3.1\%$.