

Research!America has been gauging public opinion on American's attitudes toward medical, health and scientific research since 1992. Results of our recent national poll show that Americans have high expectations for medical research and want the United States to be a leader in the field. Americans support greater investment in medical research and collaboration between public and private institutions to develop new treatments and cures.

AMERICANS EXPECT MEDICAL BREAKTHROUGHS

Seventy-three percent of Americans think that a medical breakthrough for diabetes will occur within the next 10 years. Expectations are similarly high for cancer (72%) and heart disease (72%). The positive outlook is only slightly lower for Alzheimer's disease (64%), HIV/AIDS (56%) and obesity (51%) [Figure 1].

A majority of Americans (50%) say that a cure for cancer is the one thing they would like to see medical research accomplish in the next 10 years. Thinking about the present, 57% say that they or someone close to them has been helped by medical advances or health-related research. Many see the benefits of research to society, with 32% saying that new cures or remedies are most important followed by: new treatment options and better health care (17%), increased longevity (9%) and improved quality of life (9%).

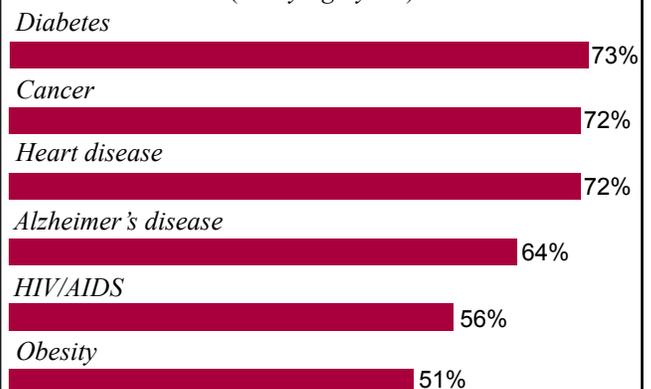
Americans also expect a long life, with 9% saying they think they will live to be 95 years or older. One-third of Americans (33%) predict they will live until they are 85 to 94 years old while another third (33%) think they will live to somewhere between ages 75 to 84. Their top two concerns about living to an old age are finances (24%) and poor or declining health (17%).

GLOBAL LEADERSHIP IN MEDICAL RESEARCH

The U.S. research enterprise will be responsible for fulfilling Americans' high expectations. Three-quarters (74%) of Americans agree that the U.S. is a global leader in medical research and 95% say that it is important that the U.S. is a global leader in medical research [Figure 2].

Great Expectations for Medical Breakthroughs

Please tell me whether you think medical breakthroughs will occur within the next 10 years for:
(% saying "yes")

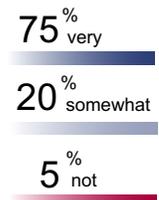
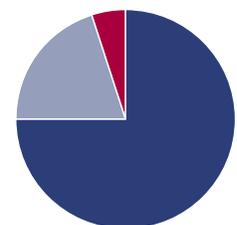


SOURCE: Transforming Health Poll, 2007
Charlton Research Company for Research!America and PhRMA

Figure 1

U.S. Should Be Global Leader in Medical Research

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

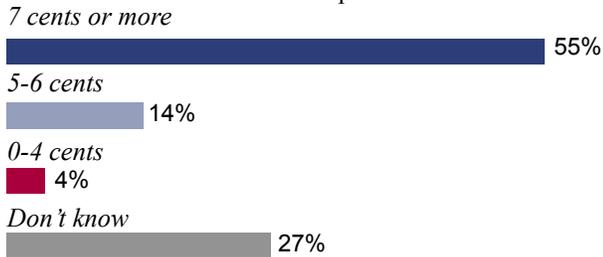


SOURCE: Transforming Health Poll, 2007
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Figure 2

Americans Want More Spent on Medical and Health Research

Currently, about 6 cents of each health dollar spent in the U.S. is spent on medical and health research. How many cents of each health dollar do you think we SHOULD spend?



SOURCE: Transforming Health Poll, 2007
Charlton Research Company for Research!America and PhRMA

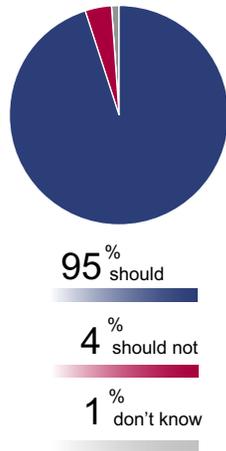
Figure 3

Americans want to see more invested in medical research than the 6 cents of every health dollar that the U.S. currently spends. A majority (55%) say they think we should spend 7 cents or more, 14% say that spending is about right at 5 to 6 cents and only 4% say it should be lower [Figure 3].

Fifty-seven percent of Americans believe that we are not making enough progress in medical research while 40% say that we are. Most think that barriers to progress in medical research include too many regulatory barriers (64%), that the research and development tax burden is too high (54%), that we are not spending enough money (52%) and there are not enough researchers (50%).

Americans Think Research Institutions Should Work Together

Do you think the different types of institutions conducting medical research in this country, such as government, universities, and the private industry, should work together to develop new treatments and cures?



SOURCE: Transforming Health Poll, 2007
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Figure 4

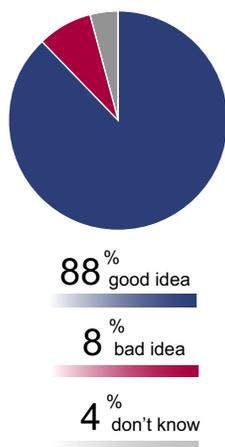
RESEARCH COLLABORATION AND INCENTIVES

Two-thirds (67%) of Americans think that the different types of institutions conducting medical research in the U.S. such as government, universities and private industry are in competition while one-fourth (25%) think they work together. An overwhelming majority (95%) think that these institutions should work together to develop new treatments and cures [Figure 4].

Most Americans (88%) also say that it is a good idea for pharmaceutical companies to fund research conducted in conjunction with universities, hospitals and other institutions [Figure 5]. More than three-quarters (78%) agree that Congress should encourage private industries to conduct more medical research. Two-thirds of Americans (66%) say that scientists should be allowed to benefit financially from their discoveries because incentives lead to faster progress, while 28% say they should not because research should not be motivated by profits.

Good Idea for Pharmaceutical Companies to Fund Research

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?



SOURCE: Transforming Health Poll, 2007
Charlton Research Company for Research!America and PhRMA

Figure 5

When thinking about where most of the medical research in this country is conducted, 35% say universities, 17% say hospitals, 14% say pharmaceutical companies, 2% say the National Institutes of Health and 23% say they do not know [Figure 6].

In terms of who pays for this medical research, 31% say taxpayers, 15% say pharmaceutical companies, 14% say the government and 9% say consumers.

Specifically thinking about the type of institution or organization where new drug development takes place, nearly half of Americans (44%) say pharmaceutical companies, 10% say universities and 5% say hospitals. Thirty-one percent say they think that pharmaceutical companies pay for most of the new drug development, 19% say consumers, 10% say the government and 3% say business and industry generally.

Americans recognize that developing a new drug and bringing it to market takes a significant amount of time. Thirty-eight percent correctly identified that it takes an average of 10 to 14 years for the whole process. Slightly more than one-third of Americans underestimate the time at 1 to 4 years (10%) or 5 to 9 years (25%), while others overestimate at 15 to 19 years (10%) and more than 20 years (11%) [figure 7].

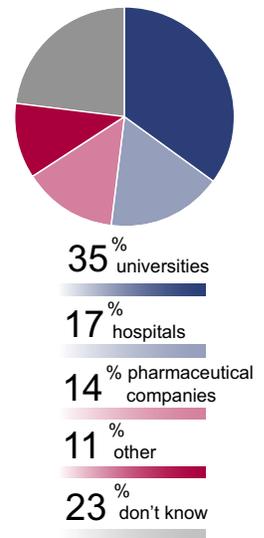
IMPORTANCE OF CLINICAL RESEARCH

In clinical research, patients choose to test the safety and effectiveness of certain treatments, drugs or devices. A vast majority of Americans (95%) say that this type of research is valuable, with 71% saying it is of great value and 24% saying it is of some value [Figure 8].

Fifty-seven percent of Americans say that they are likely to participate in a clinical research study. Less than a quarter said that they are not likely to (21%) or would not (19%) participate. Despite willingness, only 20% of Americans say that they or a family member has participated in clinical research. This may be because only 7% say that their doctor has ever suggested that they participate in a clinical research study.

Where is Medical Research Conducted in the U.S?

At what type of institutions or organizations do you think most of the medical research in this country takes place?

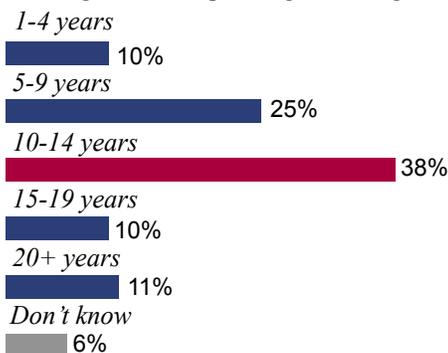


SOURCE: Transforming Health Poll, 2007
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Figure 6

Estimating the Time It Takes to Develop a New Drug

Just your best guess, how long do you think it takes on average to develop a drug and bring it to market?

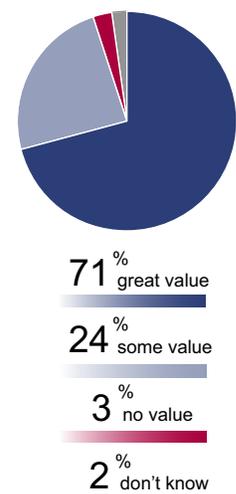


SOURCE: Transforming Health Poll, 2007
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Figure 7

Clinical Research is Valuable

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?



SOURCE: Transforming Health Poll, 2007
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Figure 8

METHODOLOGY

Research!America has been gauging public opinion on attitudes toward health-related research since 1992. Research!America and PhRMA recently commissioned a poll on Americans' attitudes about medical, health and scientific research as part of the *Transforming Health: Fulfilling the Promise of Research* program.

Charlton Research Company conducted a telephone survey using Random Digit Dial methodology among 800 adults nationwide. The sample was proportionate to the country's demographics, including geography, gender and ethnicity. The survey, fielded in October 2007, has a theoretical sampling error of $\pm 3.5\%$.

ABOUT RESEARCH!AMERICA

Research!America is the nation's largest not-for-profit public education and advocacy alliance working to make research to improve health a higher national priority. Founded in 1989, Research!America is supported by more than 500 member organizations that represent the voices of 125 million Americans. For more information, see www.researchamerica.org.

ABOUT PhRMA

The Pharmaceutical Research and Manufacturers of America (PhRMA) represents the country's leading pharmaceutical research and biotechnology companies, which are devoted to inventing medicines that allow patients to live longer, healthier, and more productive lives. PhRMA companies are leading the way in the search for new cures. For more information, see www.phrma.org.

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