

Research!America
2001 Arkansas
Public Opinion Poll

Research!America 2001 Arkansas Poll Methodology*

- **Telephone poll by random-digit dialing**
- **Size = 800 Arkansas residents aged 18 and over**
- **Theoretical sampling error is +/- 3.5 percent**

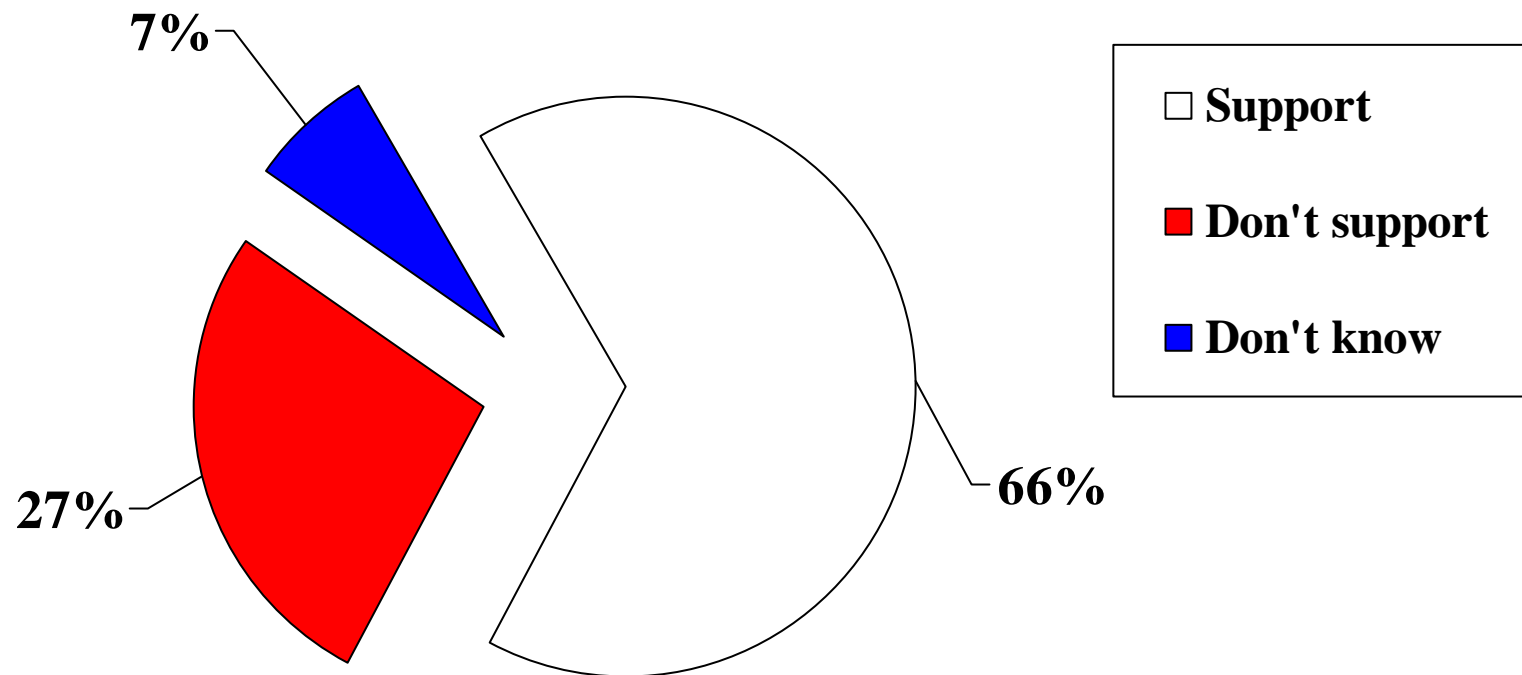
* Some percentages may not add up to 100% due to rounding.

Source: Charlton Research Company for Research!America



Support for Doubling Is Strong

Do you support or oppose a proposal to double total national spending on government-sponsored medical research over five years?



Source: Arkansas 2001
Charlton Research Company

Health Policy Issues In New Presidential Administration

What do you think is the most important health policy issue facing the country that President Bush should address? (top five total mention responses)

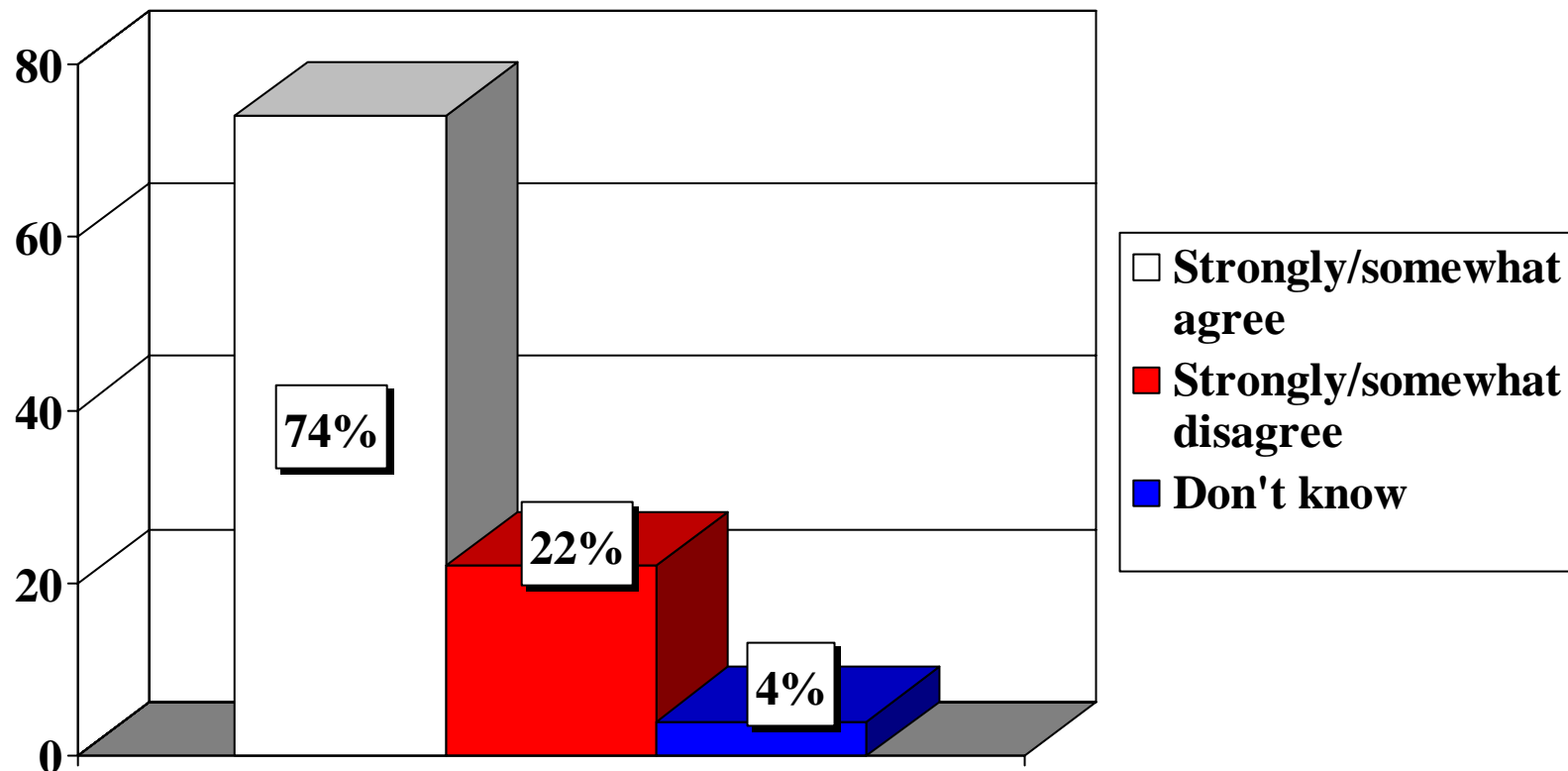
- Cancer research* 28%
- Medicare / Medicaid issues 13%
- AIDS research* 13%
- Insurance for all Americans / High insurance costs 12%
- Senior citizens prescription drug benefit 10%
- Don't know 10%
- General elderly health care / Insurance costs 9%

* Medical research overall (includes Alzheimer's, AIDS, cancer, diabetes, disease prevention, heart disease and general) 65%

Source: Arkansas 2001
Charlton Research Company

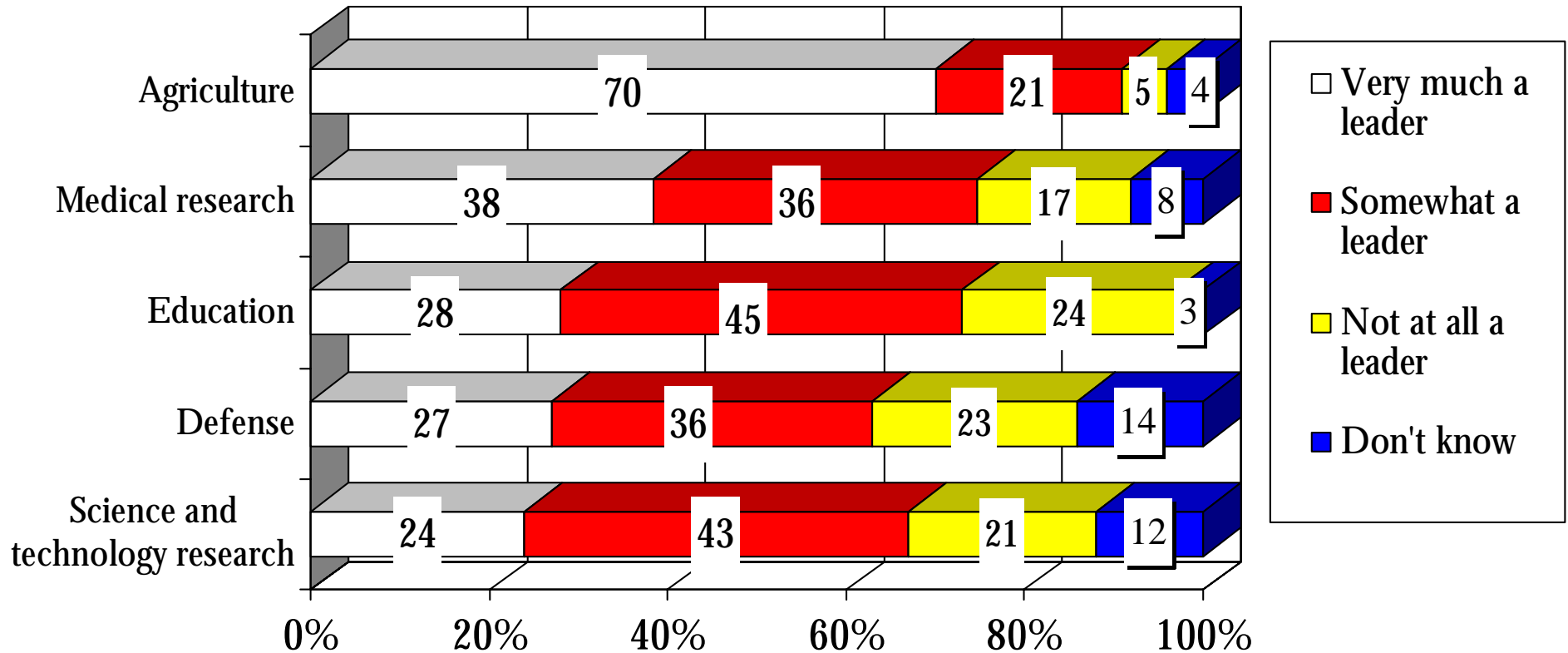
The Public Supports Basic Research

Even if it brings no immediate benefits, basic science research which advances the frontiers of knowledge is necessary and should be supported by the Federal Government.



Source: Arkansas 2001
Charlton Research Company

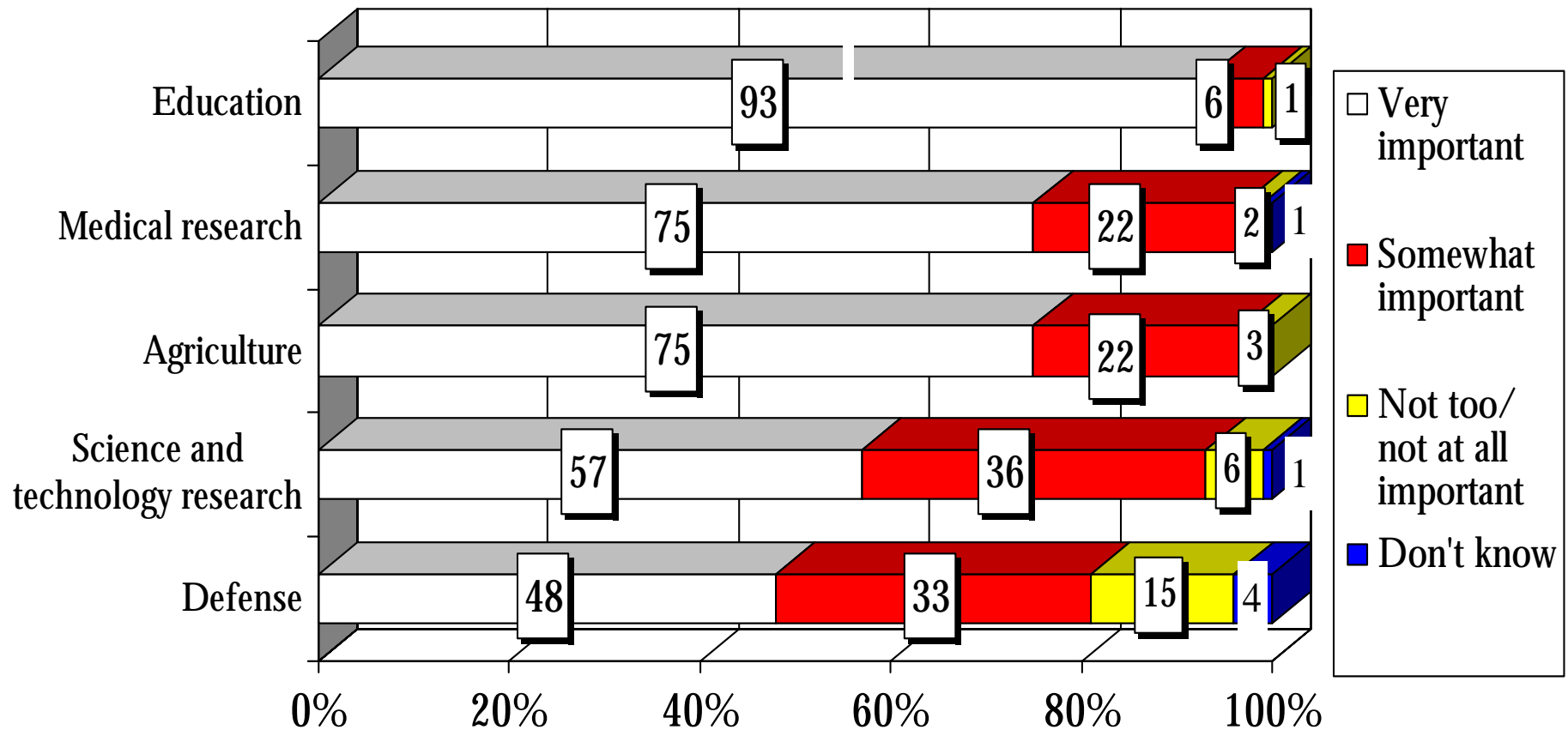
Is Arkansas A Leader In...?



Source: Arkansas 2001
Charlton Research Company

Is It Important For Arkansas To Be A Leader In...?

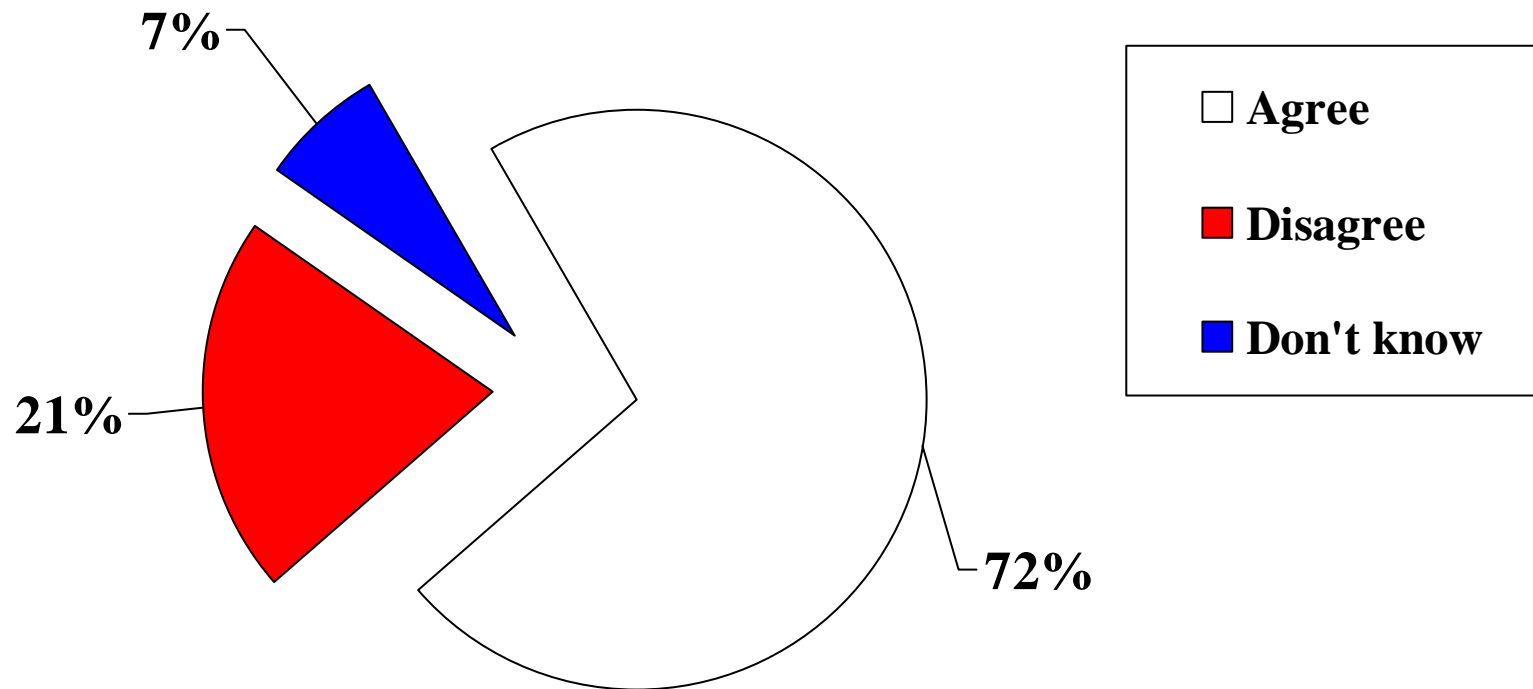
How important is it for Arkansas to be a leader in the following categories?



Source: Arkansas 2001
Charlton Research Company

Congress Should Support Tax Incentives Encouraging Medical Research

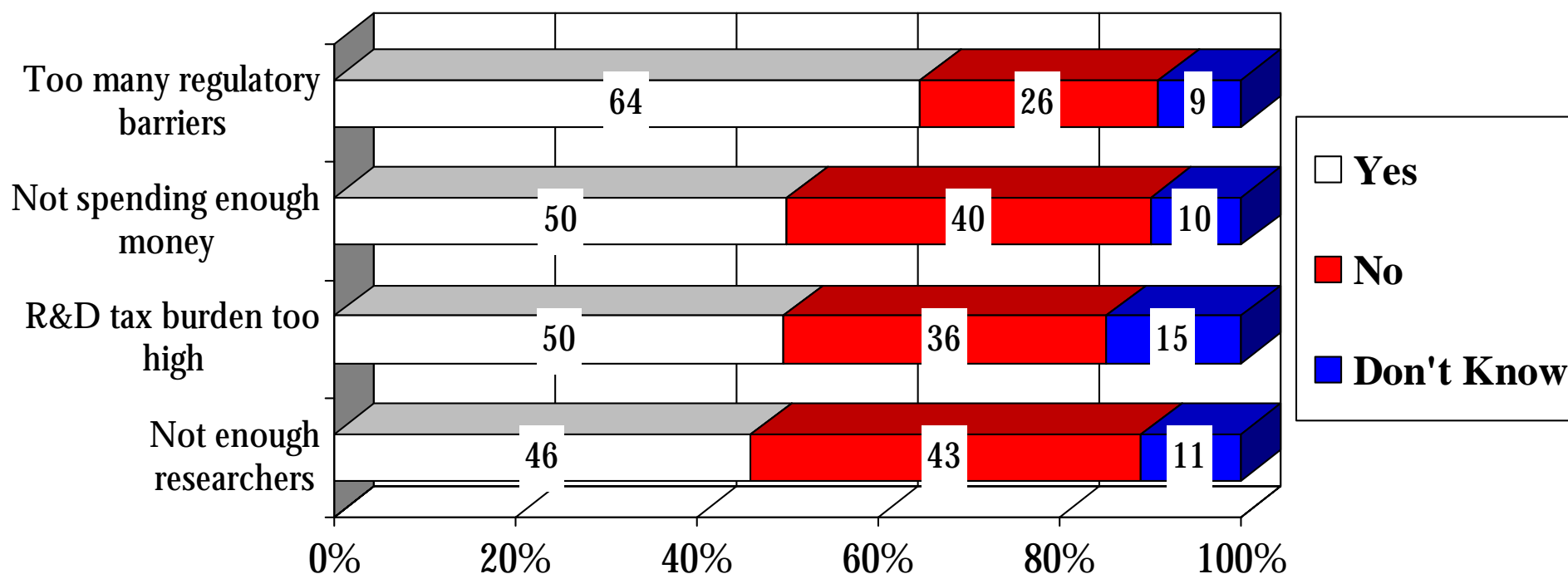
Congress should support tax and regulatory policies that encouraging private industries to conduct more medical research.



Source: Arkansas 2001
Charlton Research Company

Progress Impediments

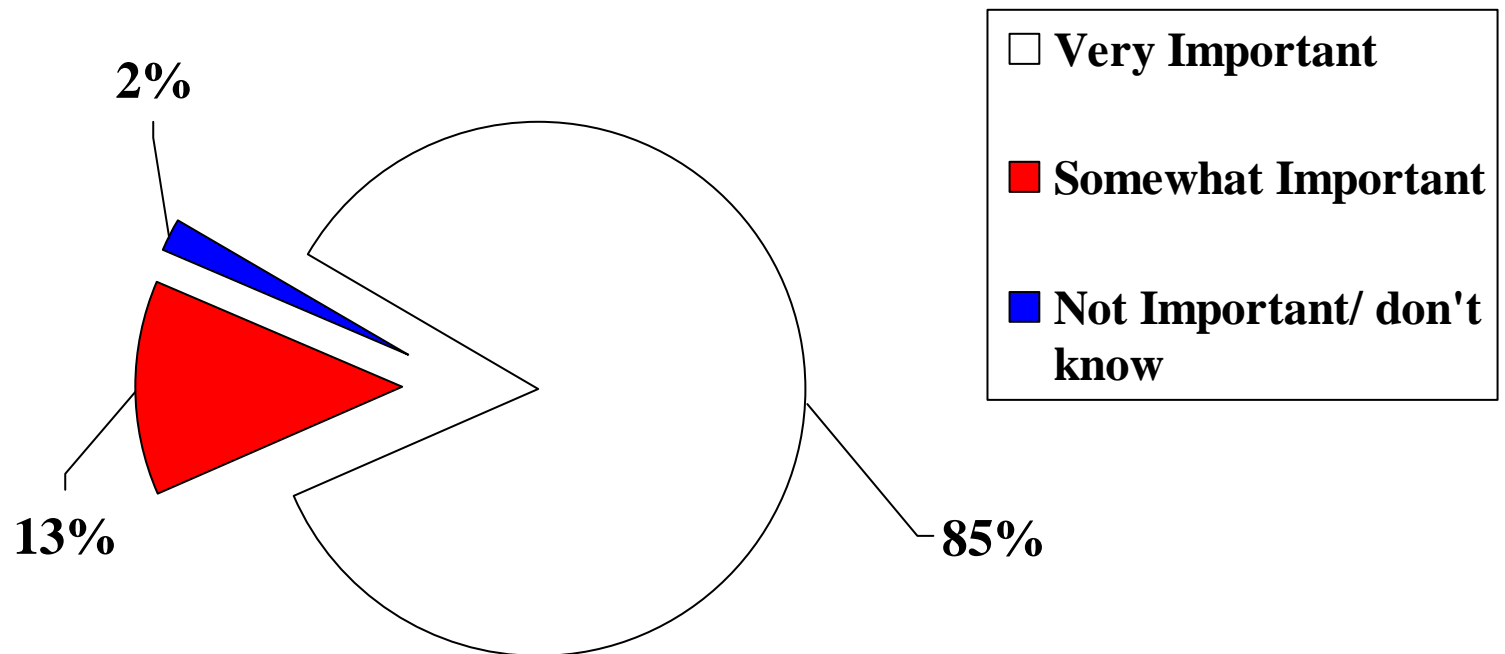
Is the following a reason why we are not making more progress in medical research?



Source: Arkansas 2001
Charlton Research Company

The U.S. Should Remain A World Leader in Scientific Research

How important do you think it is that the U.S. maintains its role as a world leader in scientific research?

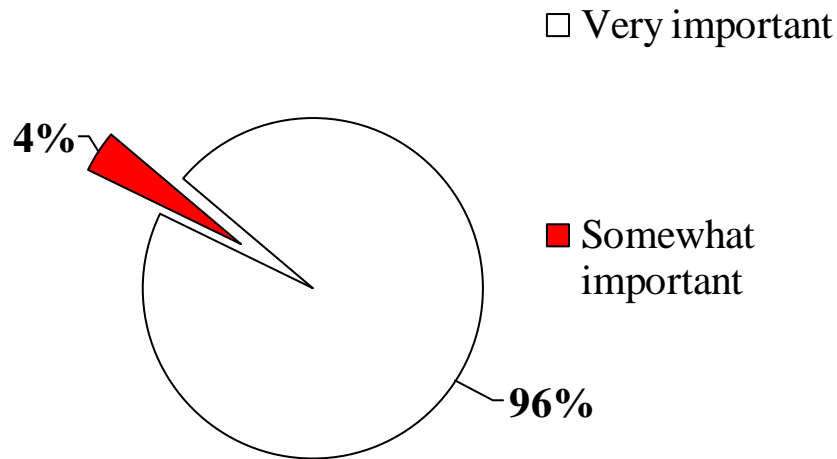


Source: Arkansas 2001
Charlton Research Company

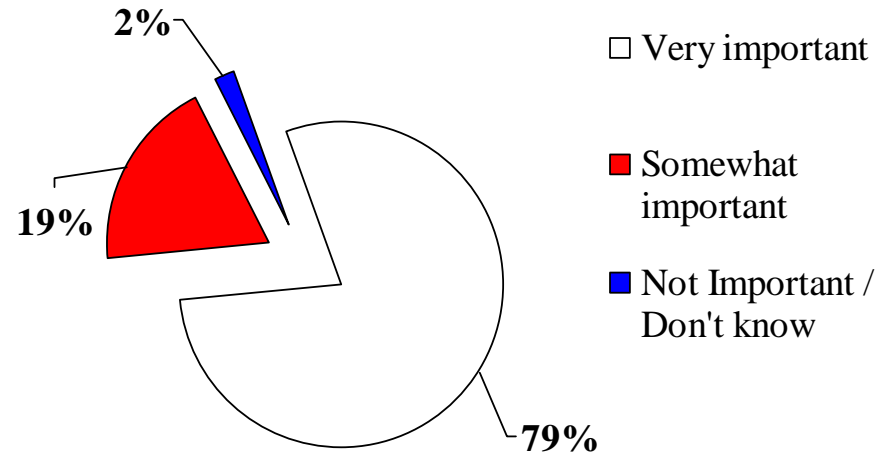
Higher Education & Research Are Important To Arkansas Residents

Colleges and universities serve multiple purposes. How important would you say each of the following is?

-Education of students



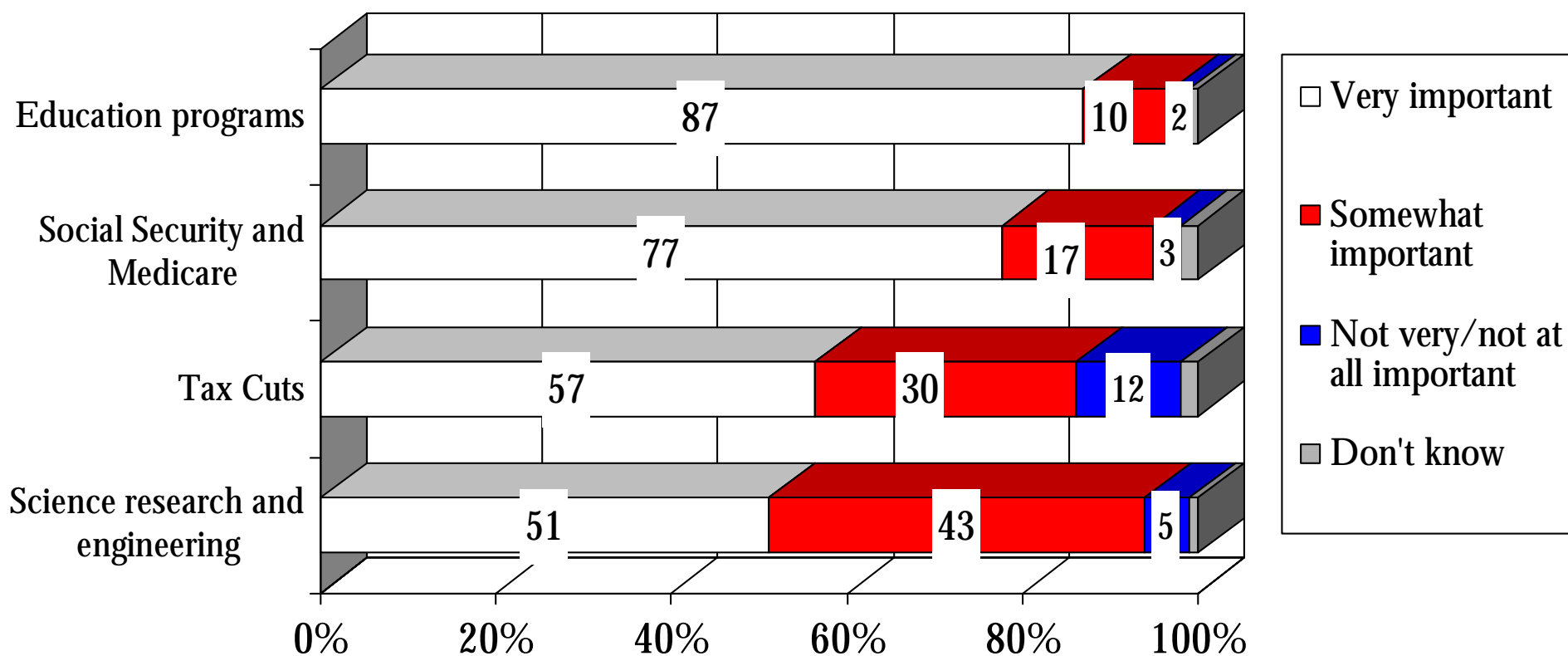
-Research to advance knowledge in science, engineering and mathematics



Source: Arkansas 2001
Charlton Research Company

More Money For Science Research & Engineering Is Important

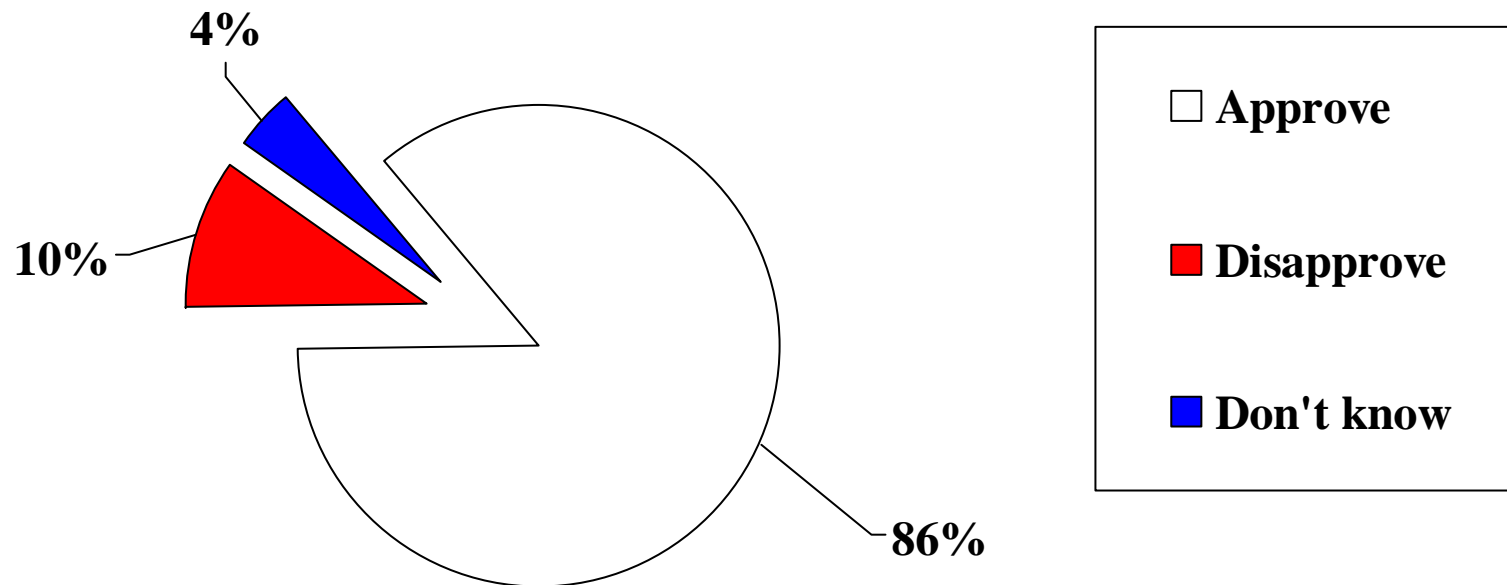
In terms of national priorities, how important would you say each of the following are?



Source: Arkansas 2001
Charlton Research Company

Arkansas Should Provide Incentives For Scientific Research

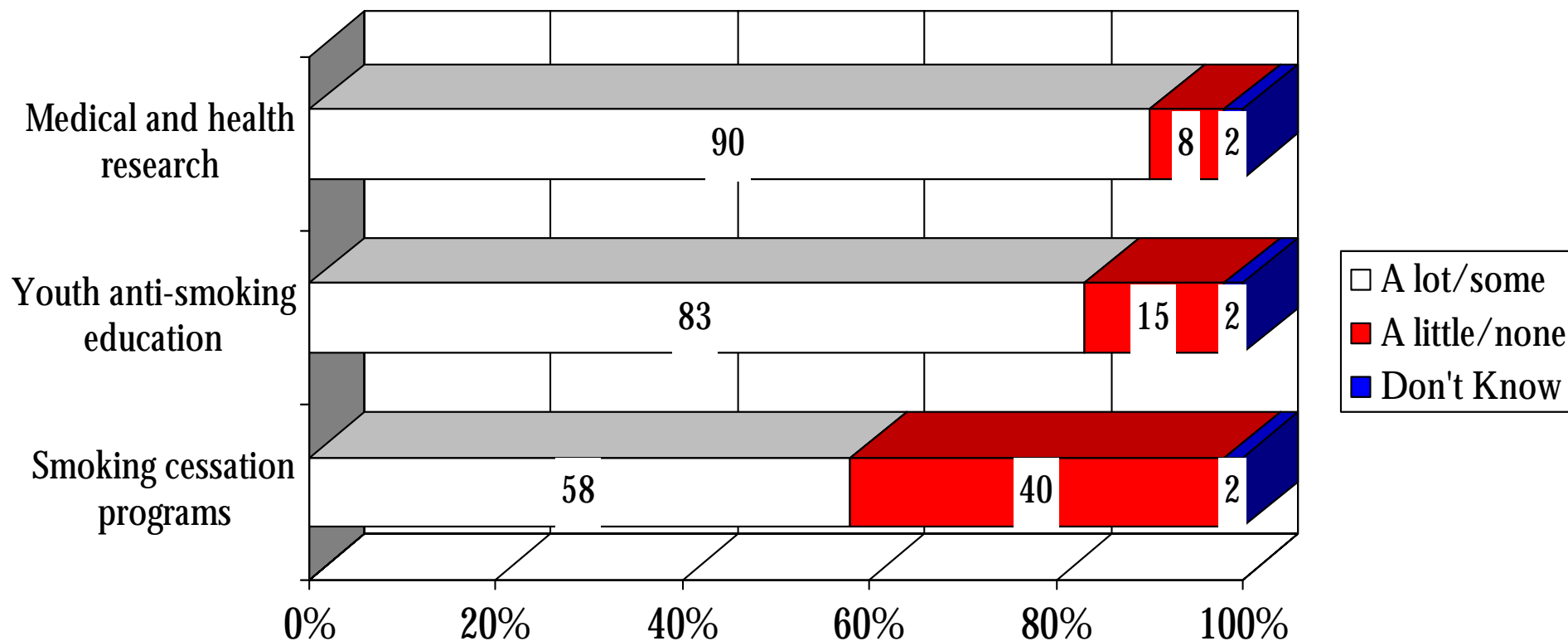
If Arkansas offered financial incentives to attract new scientific research, would you approve or disapprove of these incentives?



Source: Arkansas 2001
Charlton Research Company

Uses For Arkansas Tobacco Settlement Money

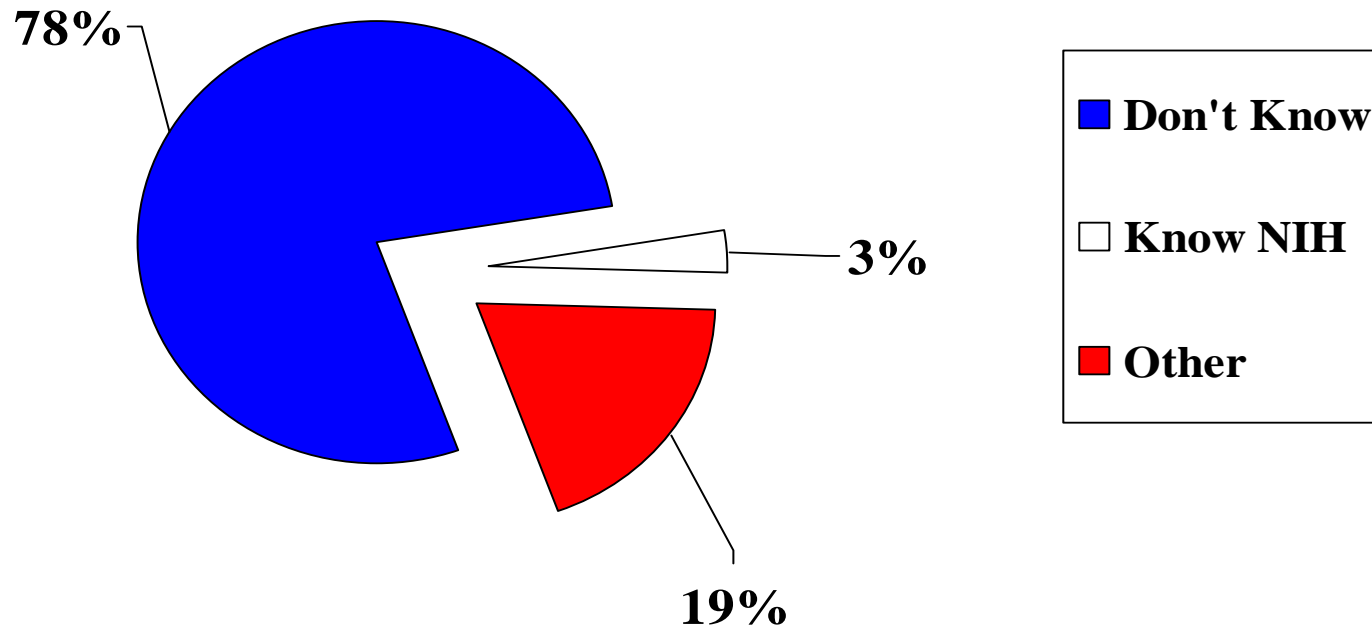
How much of the money from the tobacco settlement should go to...?



Source: Arkansas 2001
Charlton Research Company

Most Do Not Recognize NIH

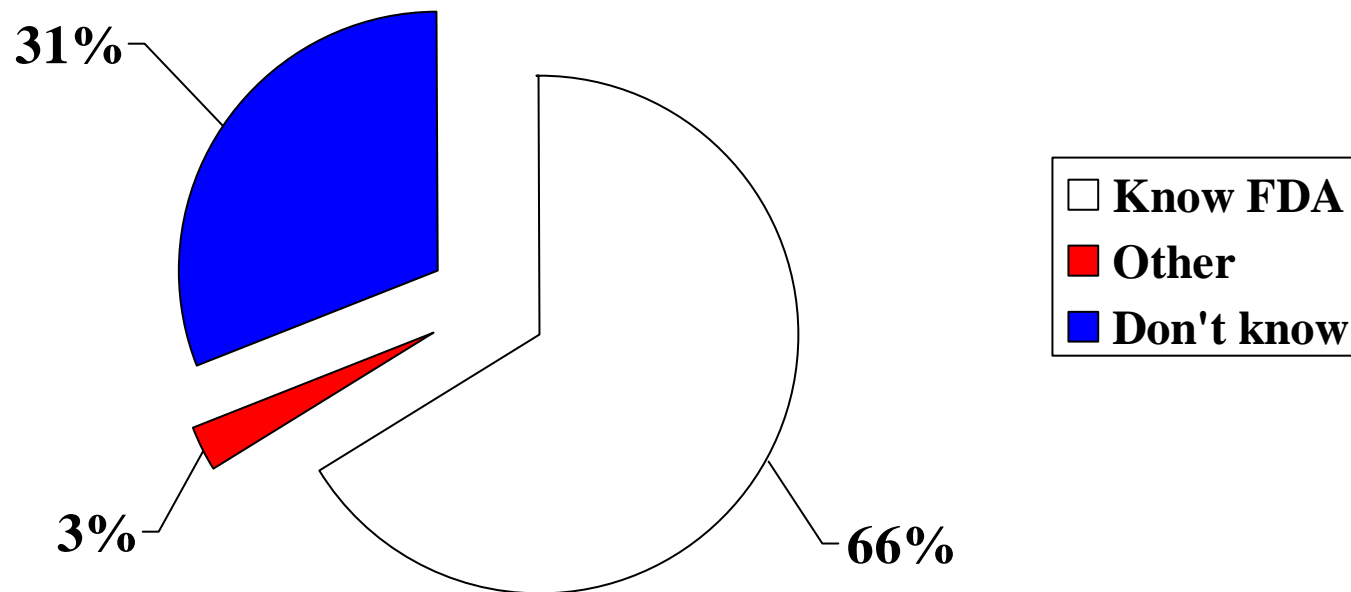
What is the name of the government agency that funds most of the medical research paid for by taxpayers in this country?



Source: Arkansas 2001
Charlton Research Company

Many Recognize FDA

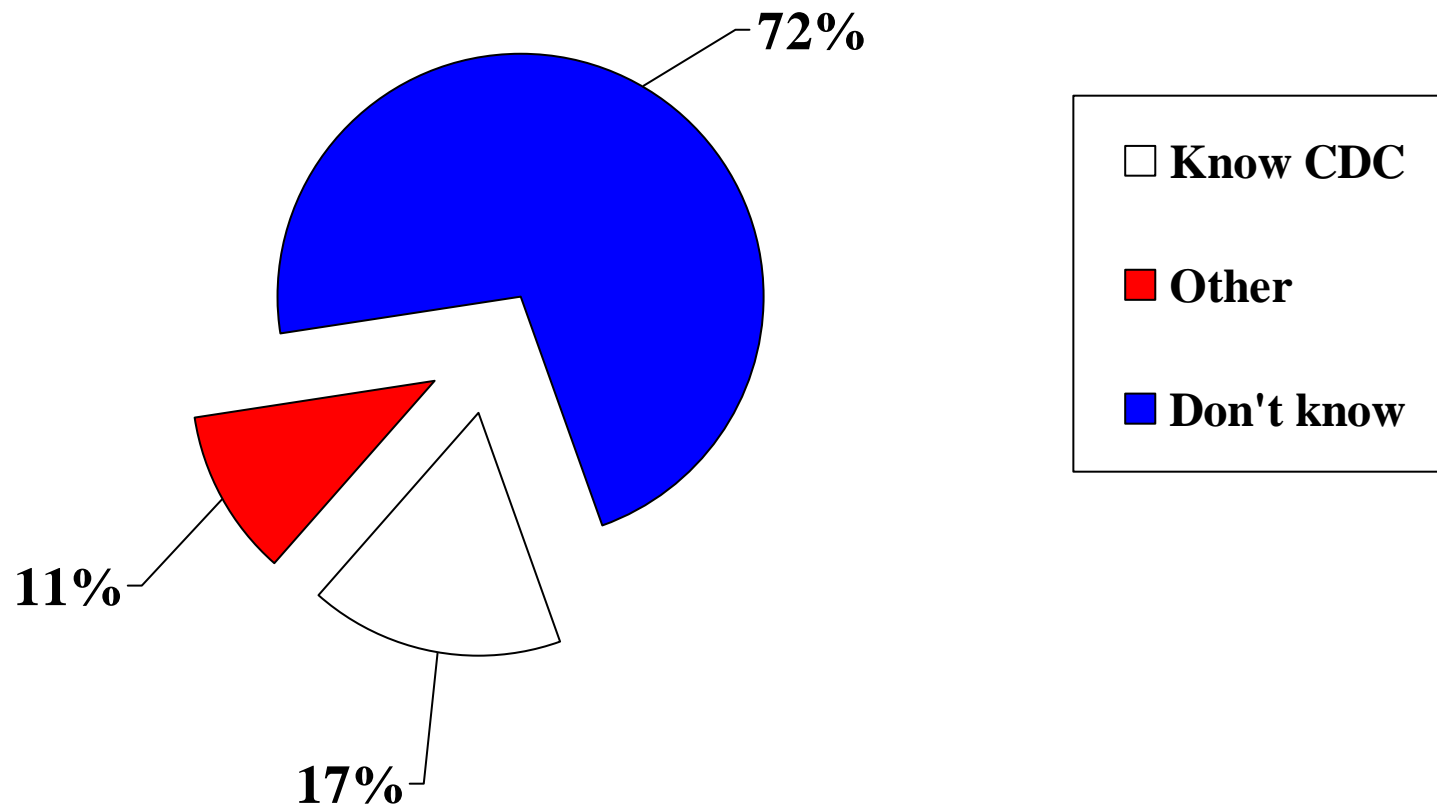
What is the name of the government agency that conducts the review and approval of new drugs and devices before they can be put on the market in this country?



Source: Arkansas 2001
Charlton Research Company

Few Recognize CDC

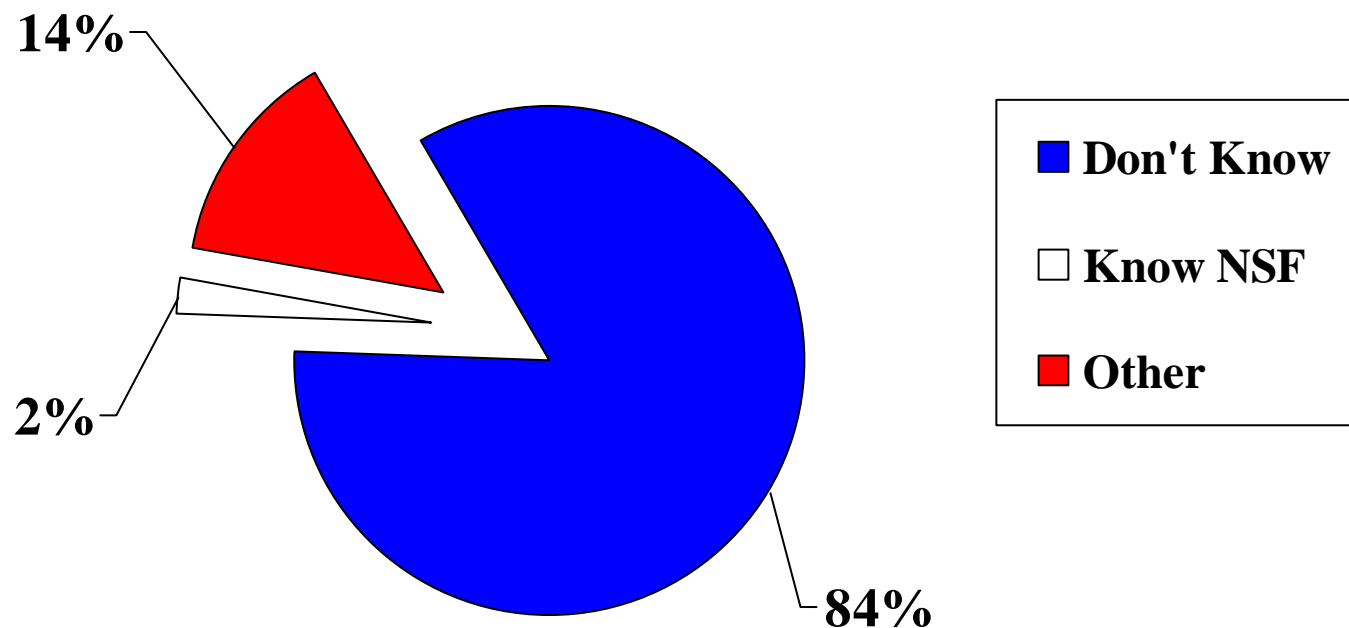
What is the name of the government agency whose primary mission is disease prevention and health promotion in this country?



Source: Arkansas 2001
Charlton Research Company

Most Do Not Recognize NSF

What is the name of the government agency that funds most of the basic research and educational programming in the sciences, mathematics and engineering in this country?



Source: Arkansas 2001
Charlton Research Company

Public Doesn't Know Where Research Is Conducted

Do you know of any institutions, companies, or organizations in your area where medical research is conducted? (top two mentions)

WEST - California:

Don't know	53%
Stanford University	10%

EAST - New Jersey:

Don't know	46%
University of Dentistry and Medicine New Jersey	9%

MIDWEST - Arkansas:

Don't know	50%
University of Arkansas for Medical Sciences	34%

SOUTH - Mississippi:

Don't know	59%
University of Mississippi Medical Center	18%

Source: Research!America Polls 1998-2001
Charlton Research Company

Whom Does the Public Trust?

When it comes to getting information on medical and health research, how trustworthy is? (Percent saying trustworthy)

Medical Schools and Teaching Hospitals	94%
Voluntary Health Agencies	94%
Your Physician	93%
Pharmaceutical Companies	69%
Internet	54%
HMOs/Managed Care Organizations	49%

Source: Arkansas 2001
Charlton Research Company

Doctors Are Preferred Source For Health/Medical Research Information

If you needed to learn more about a particular health or medical research issue, how would you choose to get this information?

Physician	44%
Internet	26%
Other	14%
Library	9%
Don't know	7%

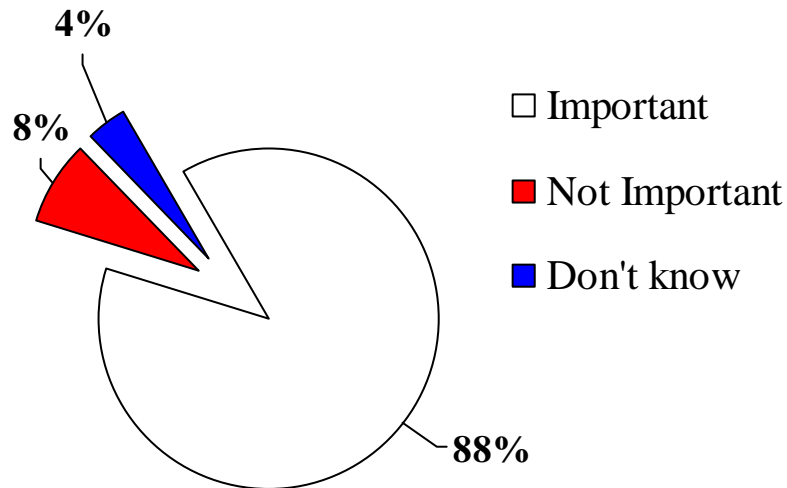
Source: Arkansas 2001
Charlton Research Company



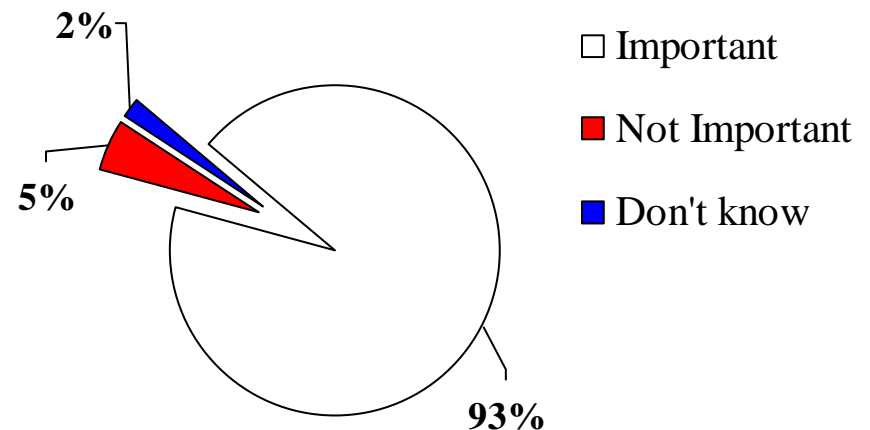
Impact of Medicare Changes on Research Industry and Teaching Hospitals

Congress and the Administration are considering various proposals for changes in Medicare. How important do you think it is that any changes:

-Ensure the ability of pharmaceutical and health care companies to conduct medical research



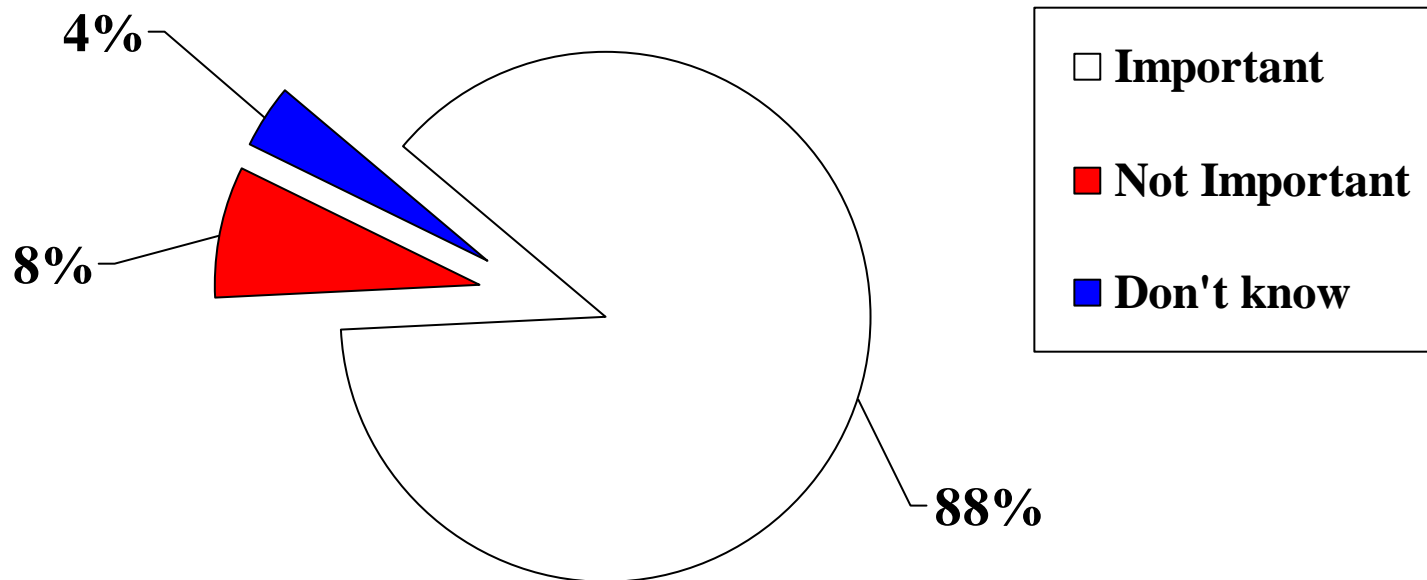
-Ensure the ability of teaching hospitals to train medical doctors and provide health care to underserved communities



Source: Arkansas 2001
Charlton Research Company

Impact Of Medicare Changes On Research Conducted By Industry

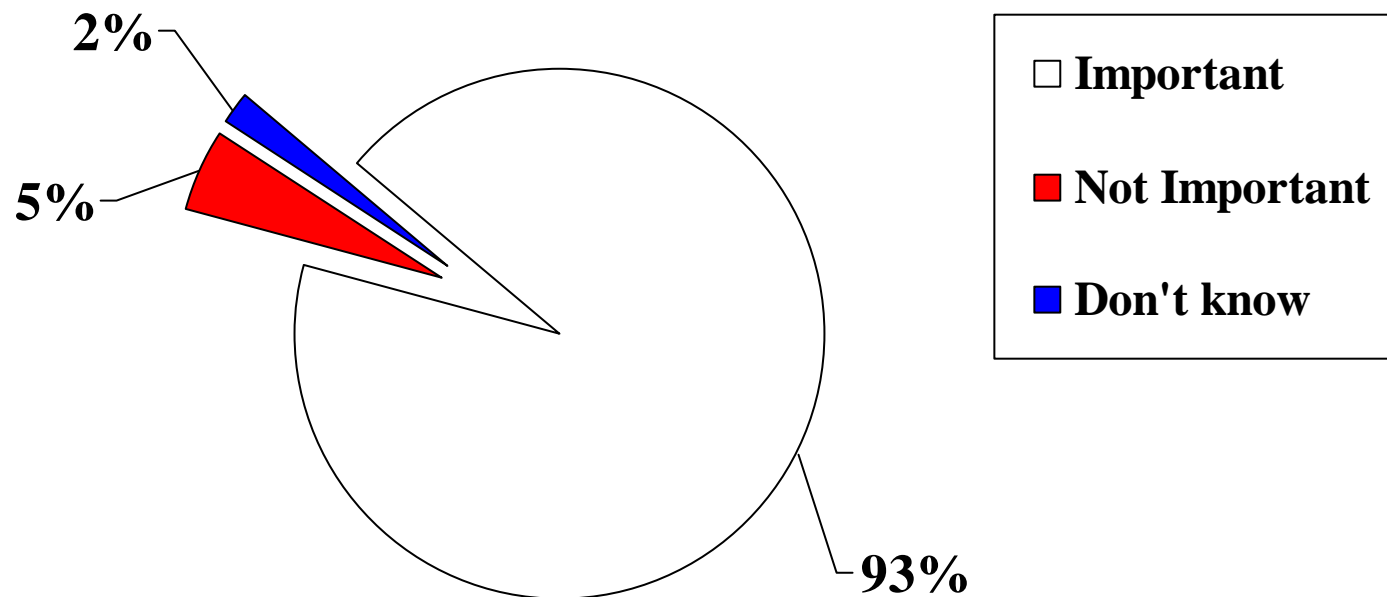
Congress and the Administration are considering various proposals for changes in Medicare. How important do you think it is that any changes ensure the ability of pharmaceutical and health care companies to conduct medical research



Source: Arkansas 2001
Charlton Research Company

Impact Of Medicare Changes On Teaching Hospitals

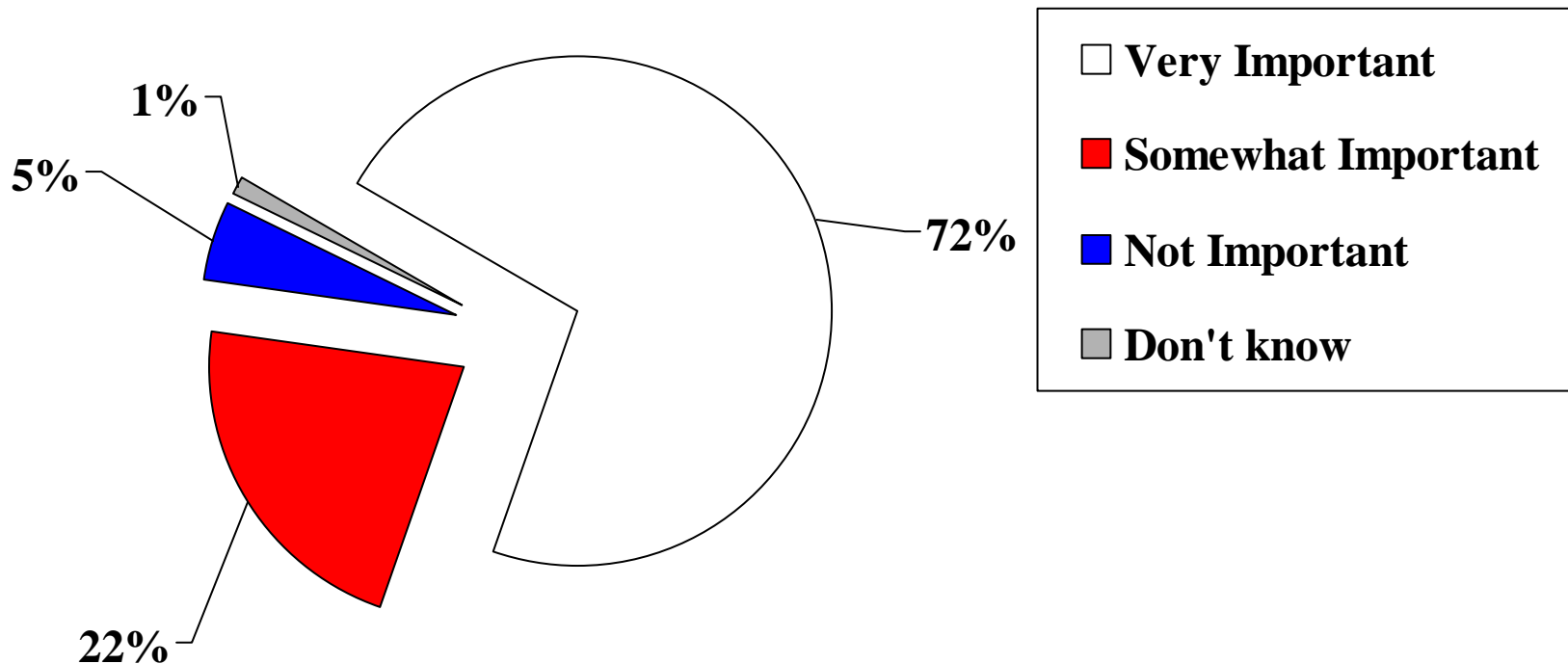
Congress and the Administration are considering various proposals for changes in Medicare. How important do you think it is that any changes ensure the ability of teaching hospitals to train medical doctors and provide health care to under-served communities



Source: Arkansas 2001
Charlton Research Company

Eliminating Health Disparities Is Important

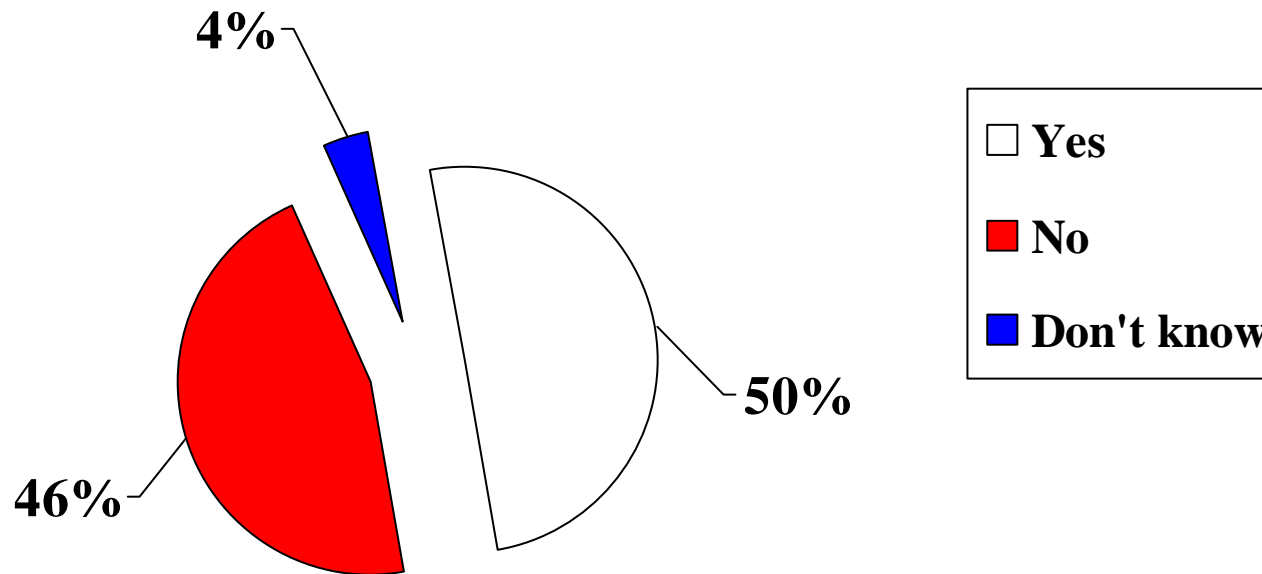
Studies show that certain health problems such as diabetes, heart disease, and infant mortality happen more often among citizens with lower incomes and minorities. How important do you feel it is to conduct medical or health research to understand and eliminate these differences?



Source: Arkansas 2001
Charlton Research Company

Arkansas Residents Willing to Pay More in Taxes

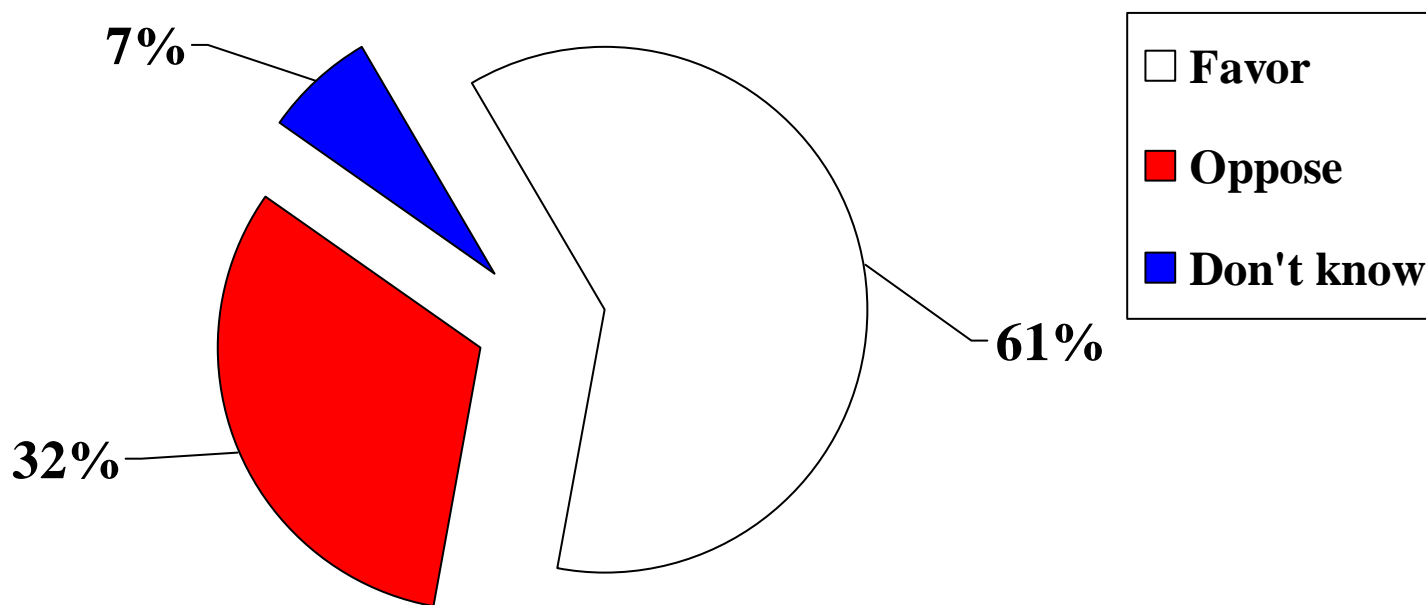
Would you be willing to pay \$1 per week more in taxes for more health research?



Source: Arkansas 2001
Charlton Research Company

Arkansas Residents Support Using Surplus To Fund Medical Research

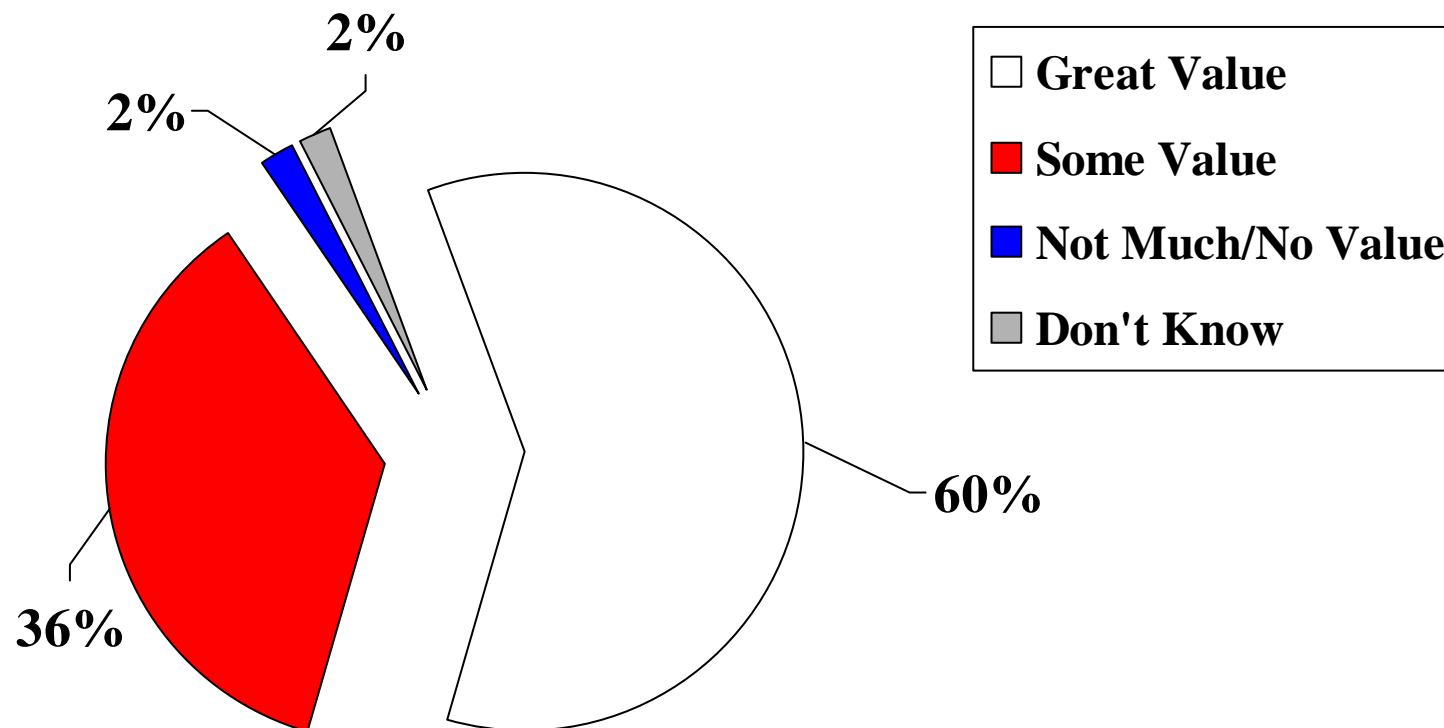
Would you favor or oppose spending part of the federal budget surplus on medical research?



Source: Arkansas 2001
Charlton Research Company

Clinical Research is Valuable

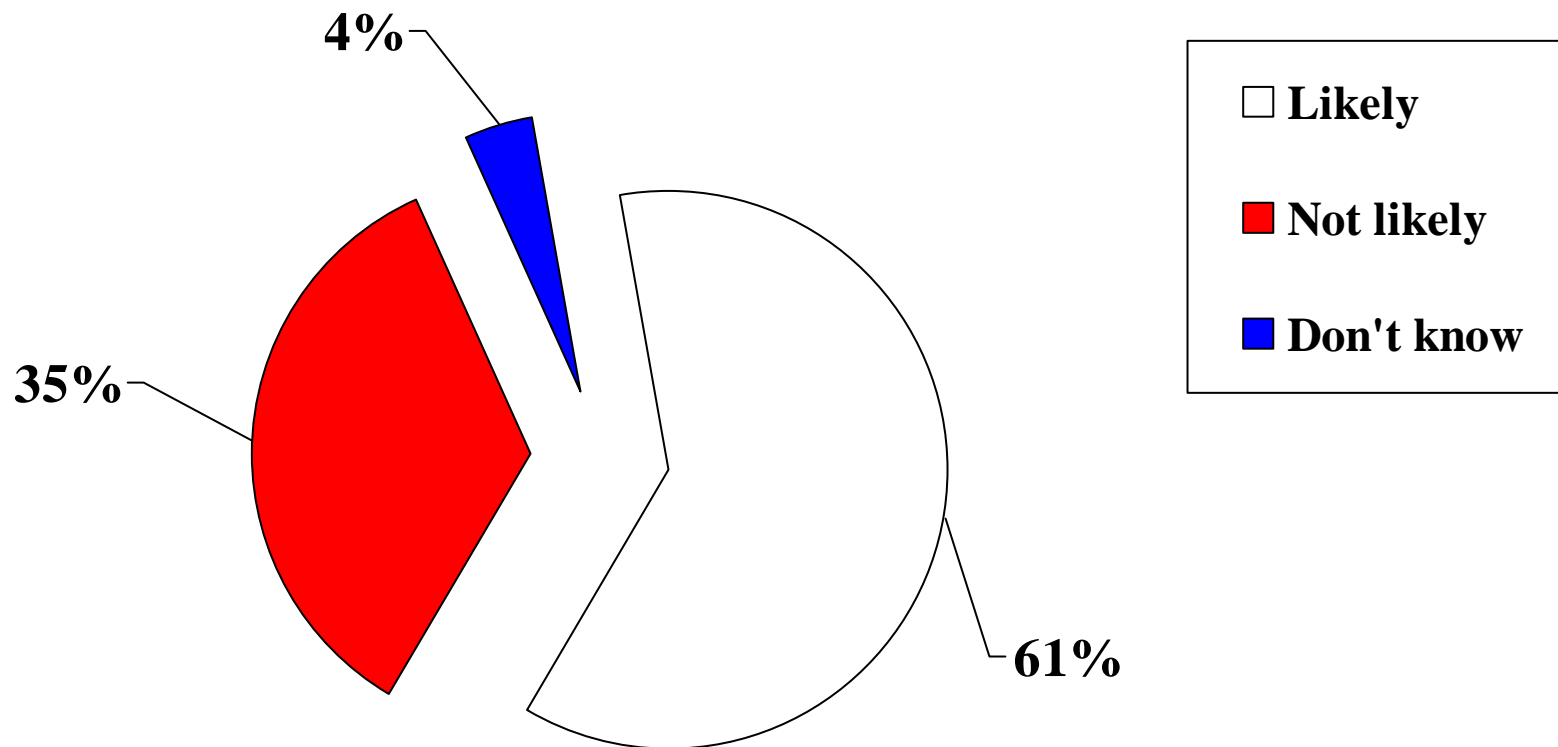
How do you perceive the value of clinical research? (In clinical research, volunteers choose to participate to test the effectiveness of certain treatments, drugs or devices in improving the care of patients and understanding and preventing disease.)



Source: Arkansas 2001
Charlton Research Company

Many Would Participate in a Clinical Research Study

How likely would you be to participate in a clinical research study?

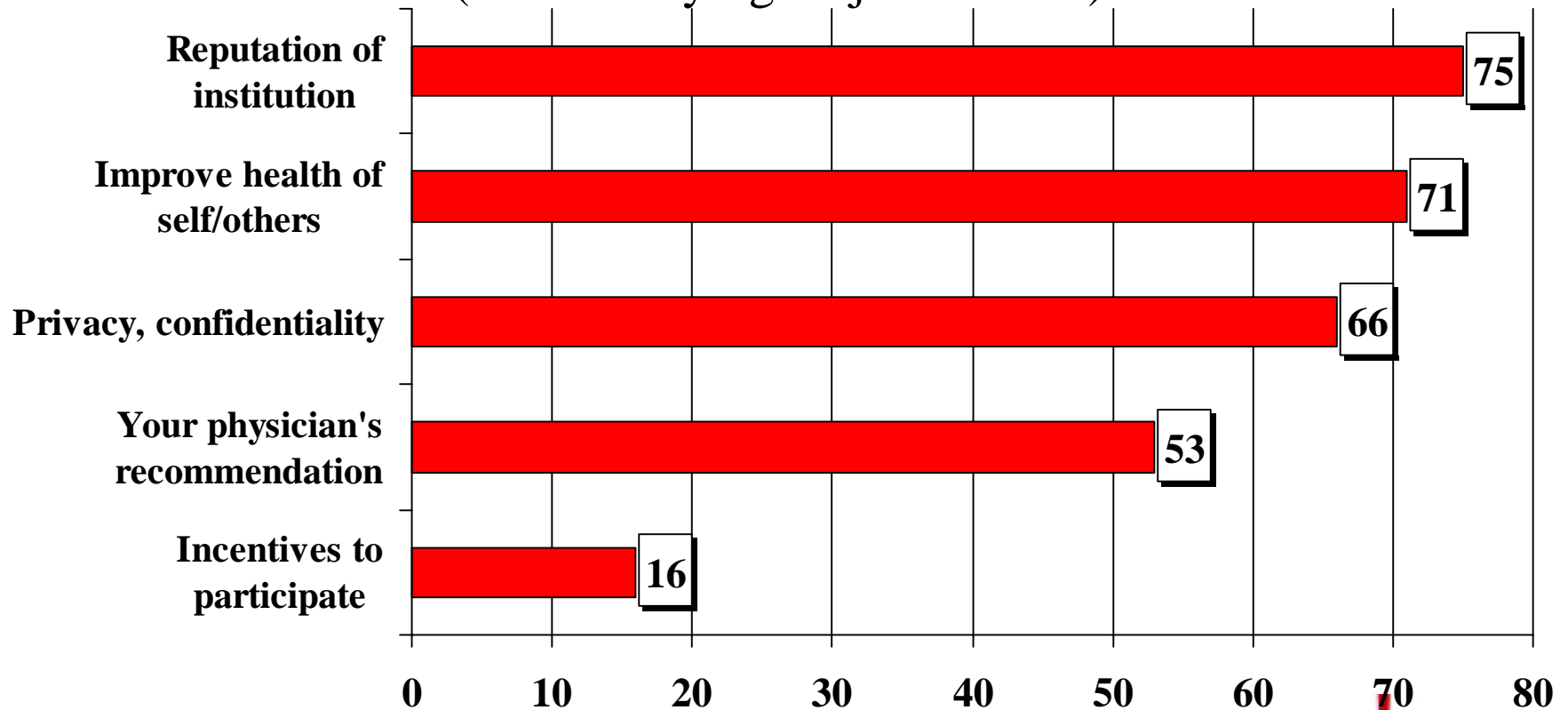


Source: Arkansas 2001
Charlton Research Company

Factors Affecting Participation in Clinical Research

How much of a concern would the following factors be in your decision to participate as a volunteer in a clinical research study?

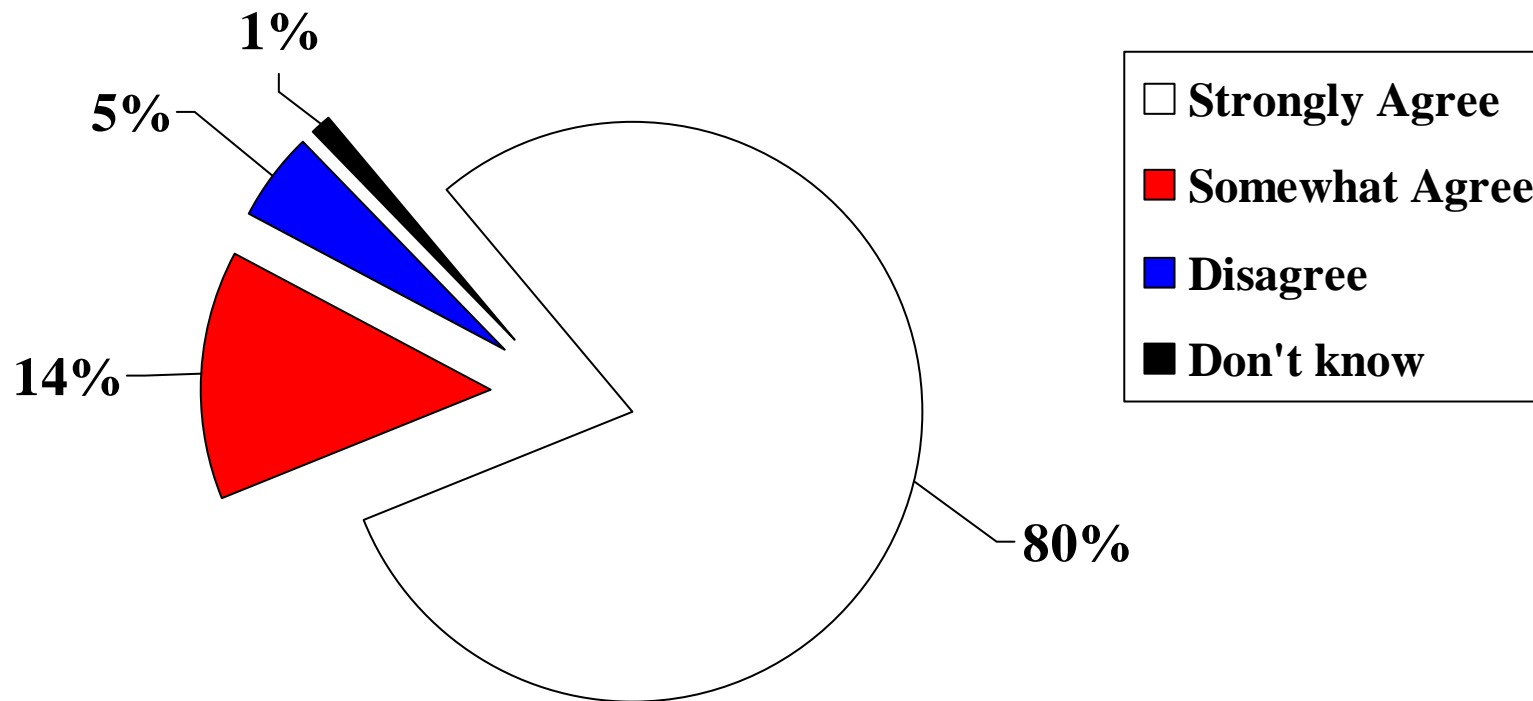
(Percent saying major concern)



Source: Arkansas 2001
Charlton Research Company

Universities Conducting Clinical Research Should Be Certified By National Board

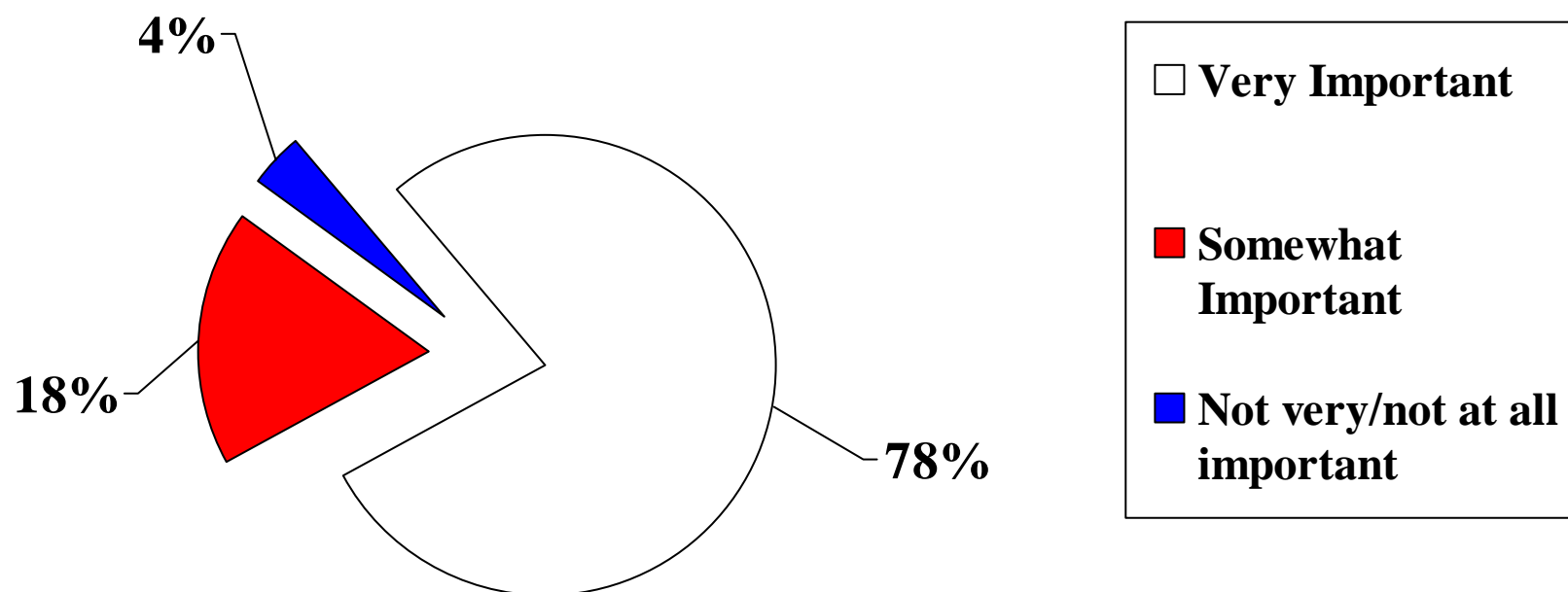
Do you agree or disagree that universities conducting clinical research should be certified by a national board to ensure the research meets national standards?



Source: Arkansas 2001
Charlton Research Company for Research!America

Arkansas Leadership In Cancer Research Is Important

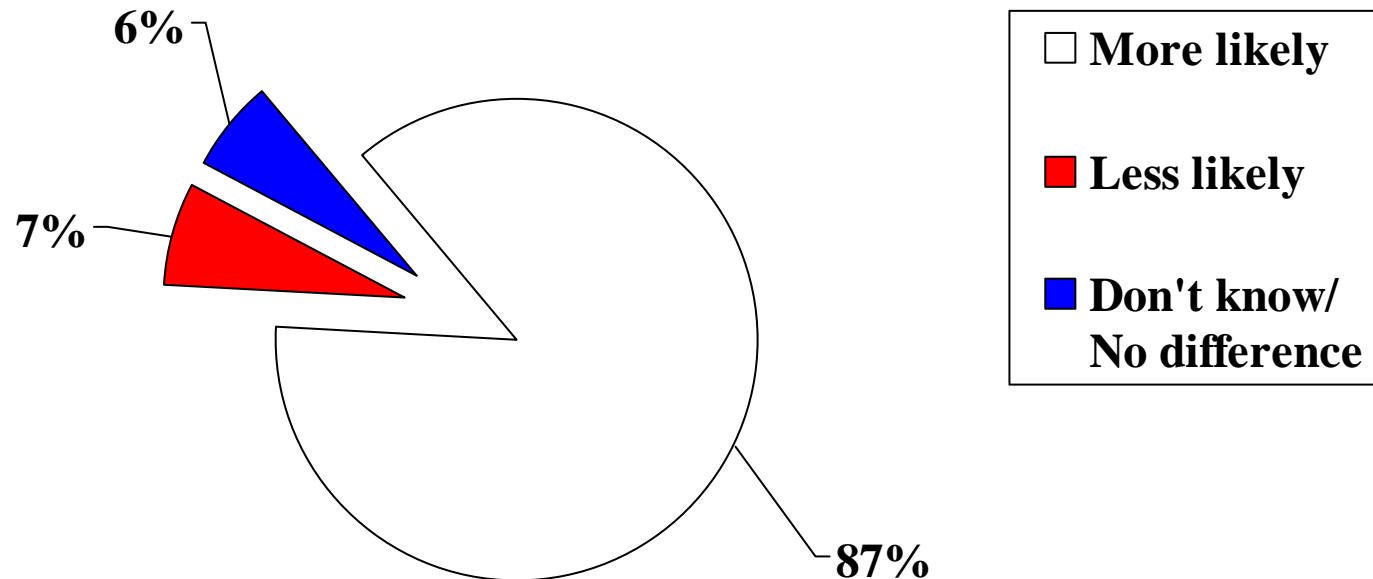
How important is it that Arkansas be a national leader in cancer research?



Source: Arkansas 2001
Charlton Research Company

Good Hospitals Conduct Research and Train Medical Students

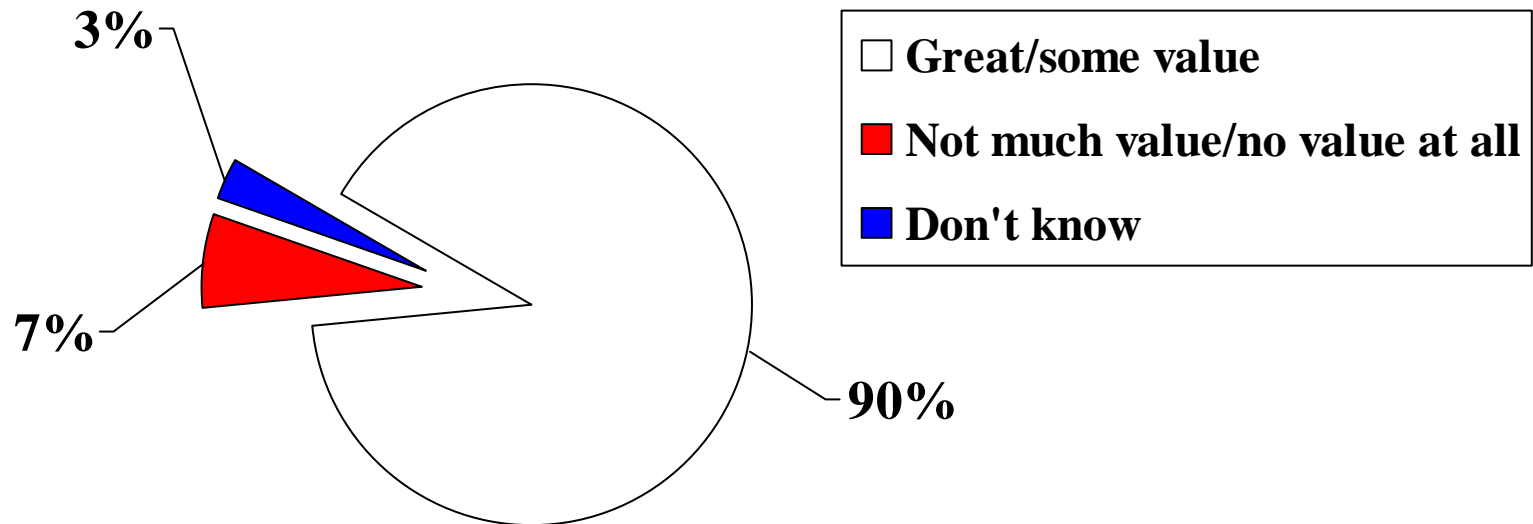
If you knew that a hospital was doing research and training medical students, would that make you more or less likely to think it was a good hospital?



Source: Arkansas 2001
Charlton Research Company

Health Services Research Is of Value

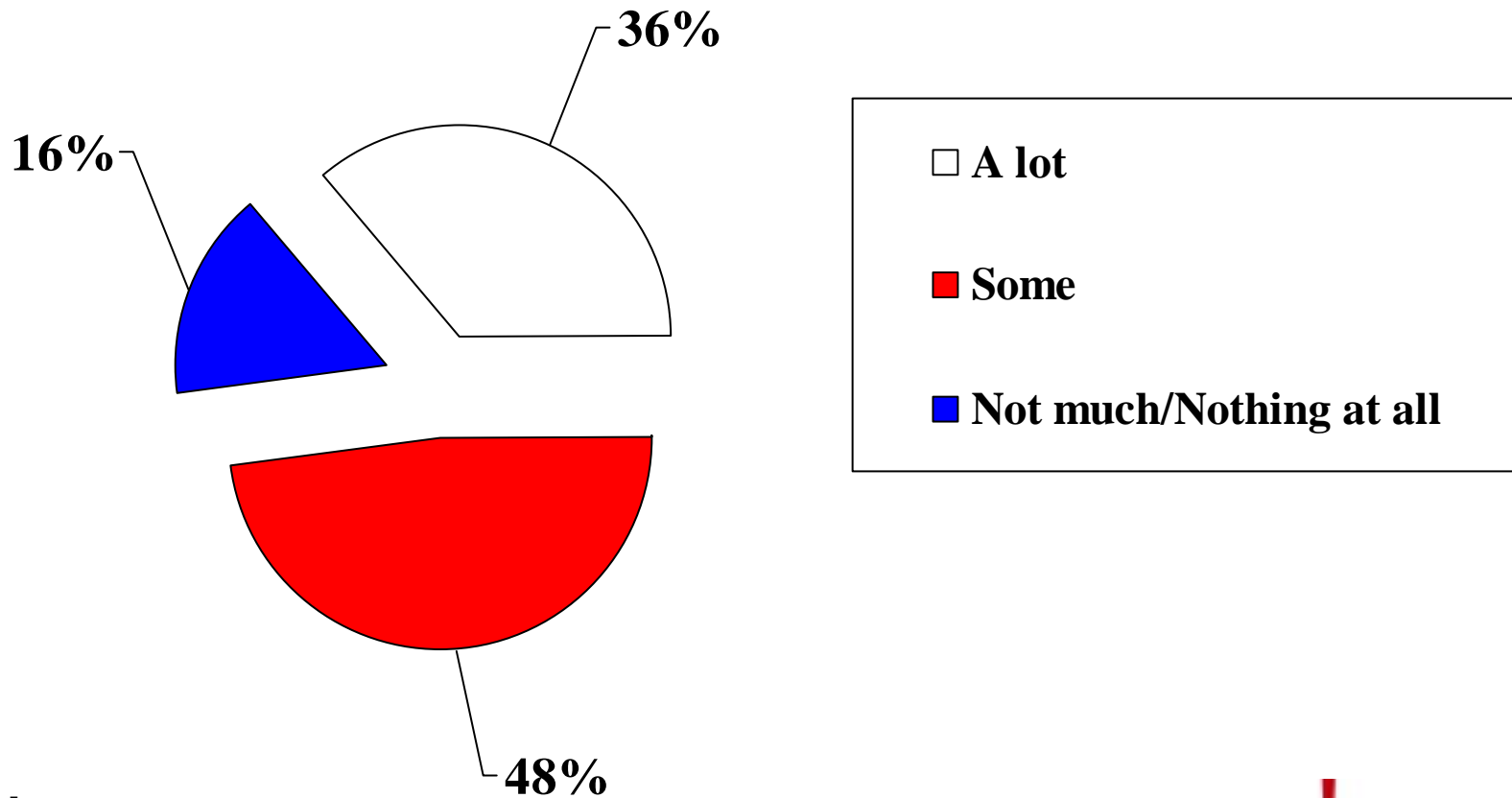
One kind of research, called health services research, seeks to understand why there are differences in quality of care and outcomes for patients. How do you perceive the value of this kind of research?



Source: Arkansas 2001
Charlton Research Company

How Much Have You Heard About Medical Errors At Hospitals?

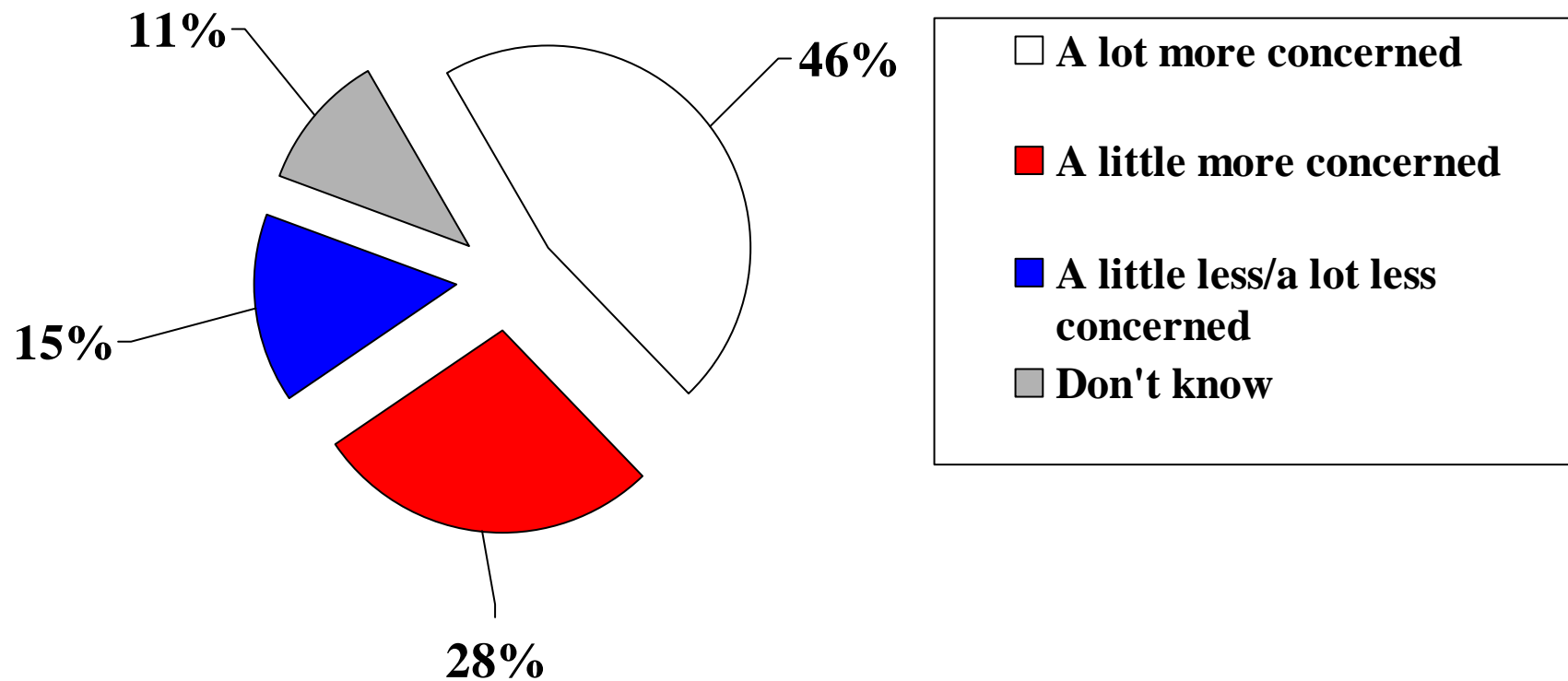
How much have you seen, read or heard about medical errors at hospitals?



Source: Arkansas 2001
Charlton Research Company

Concern About Medical Errors Has Risen

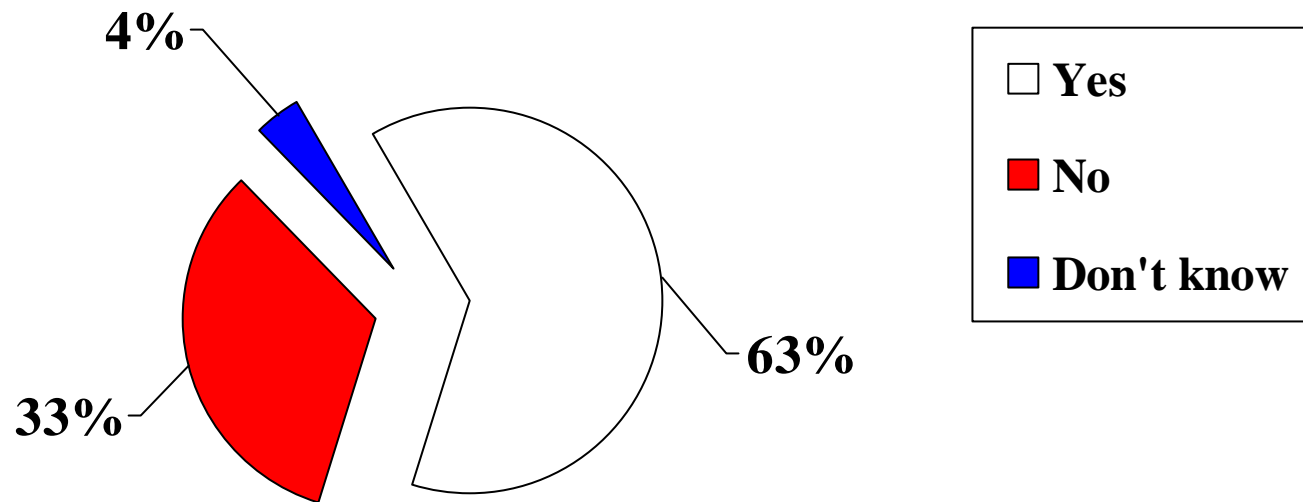
When it comes to medical errors, would you say you are concerned a lot more, a little more, a little less, or a lot less than you were one year ago?



Source: Arkansas 2001
Charlton Research Company

Public is Willing to Pay More for Prescription Drugs

Would you be willing to pay \$1 per week more in per prescription drug if you were certain that all the money would be spent for additional medical and health research?



Source: Arkansas 2001
Charlton Research Company

Favorable Spending Priorities For Elected Officials

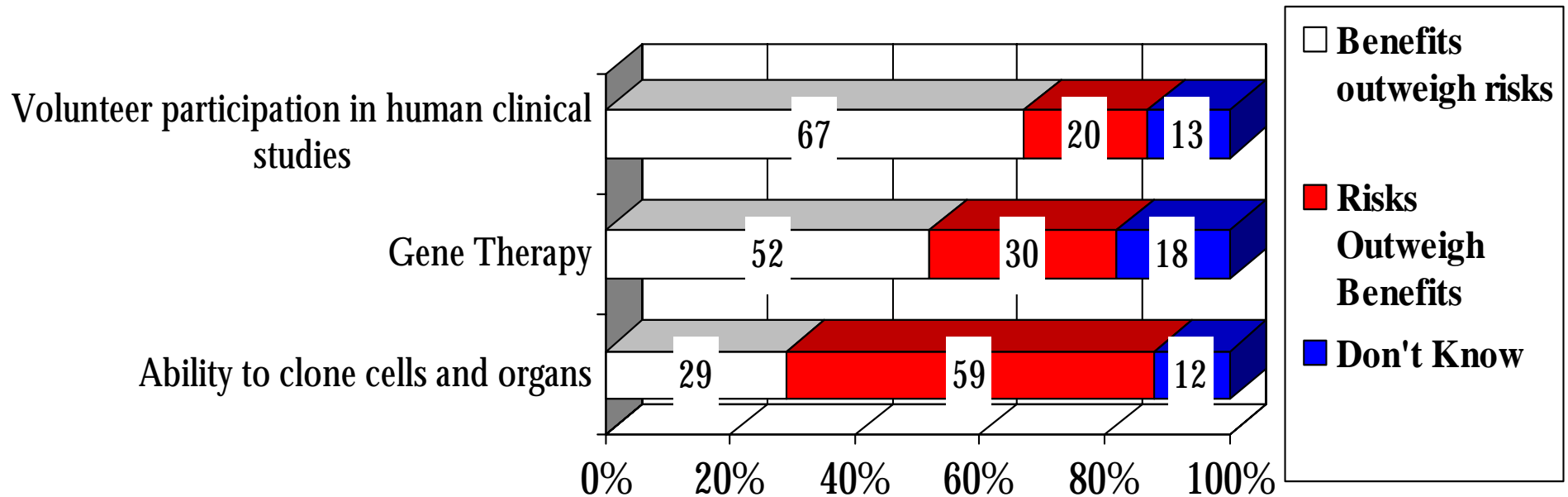
This year, a new Congress and a new White House Administration will officially begin their terms. Please tell me if you would feel more or less favorable toward an elected official who supports increased funding for the following... (percent saying “more favorable”)

Fighting crime	89%
Research to discover preventions for disease and disability	89%
Research to find cures and treatments for disease and disabilities	87%
Protecting natural resources and the environment	85%
Tax cuts	78%
Developing a new system to defend this nation against nuclear attacks	74%

Source: Arkansas 2001
Charlton Research Company

Public: Benefits Of Most Medical & Health Research Outweigh Risks

For each area of medical research, please tell me whether you believe the benefits outweigh the risks or the risks outweigh the benefits.



Source: Arkansas 2001
Charlton Research Company