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?

- **Support**: 27%
- **Don't support**: 66%
- **Don't know**: 7%

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)

<table>
<thead>
<tr>
<th>Issue</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cancer research*</td>
<td>28%</td>
</tr>
<tr>
<td>Medicare / Medicaid issues</td>
<td>13%</td>
</tr>
<tr>
<td>AIDS research*</td>
<td>13%</td>
</tr>
<tr>
<td>Insurance for all Americans / High insurance costs</td>
<td>12%</td>
</tr>
<tr>
<td>Senior citizens prescription drug benefit</td>
<td>10%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>10%</td>
</tr>
<tr>
<td>General elderly health care / Insurance costs</td>
<td>9%</td>
</tr>
</tbody>
</table>

* 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?

- Education
- Medical research
- Agriculture
- Science and technology research
- Defense

Source: Arkansas 2001
Charlton Research Company
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?

- Too many regulatory barriers: 64% Yes, 26% No, 9% Don't Know
- Not spending enough money: 50% Yes, 40% No, 10% Don't Know
- R&D tax burden too high: 50% Yes, 36% No, 15% Don't Know
- Not enough researchers: 46% Yes, 43% No, 11% Don't Know

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
  - Very important: 4%
  - Somewhat important: 96%
  - Not Important / Don't know: 2%

- Research to advance knowledge in science, engineering and mathematics
  - Very important: 2%
  - Somewhat important: 19%
  - Not Important / Don't know: 79%

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?

- **Education programs**: 87% Very important, 10% Somewhat important, 2% Not very/not at all important, 1% Don't know
- **Social Security and Medicare**: 77% Very important, 17% Somewhat important, 3% Not very/not at all important, 3% Don't know
- **Tax Cuts**: 57% Very important, 30% Somewhat important, 12% Not very/not at all important, 1% Don't know
- **Science research and engineering**: 51% Very important, 43% Somewhat important, 5% Not very/not at all important, 2% Don't know

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?

- 86% Approve
- 10% Disapprove
- 4% Don't know

Source: Arkansas 2001
Charlton Research Company
Uses For Arkansas Tobacco Settlement Money

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

- Medical and health research: 90% A lot/some, 8% A little/none, 2% Don't Know
- Youth anti-smoking education: 83% A lot/some, 15% A little/none, 2% Don't Know
- Smoking cessation programs: 58% A lot/some, 40% A little/none, 2% Don't Know

Source: Arkansas 2001 Charlton Research Company
What is the name of the government agency that funds most of the medical research paid for by taxpayers in this country?

- 78% Don't Know
- 19% Know NIH
- 3% Other

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
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?

- Don't Know: 84%
- Know NSF: 14%
- Other: 2%

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)

<table>
<thead>
<tr>
<th>Organization</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical Schools and Teaching Hospitals</td>
<td>94%</td>
</tr>
<tr>
<td>Voluntary Health Agencies</td>
<td>94%</td>
</tr>
<tr>
<td>Your Physician</td>
<td>93%</td>
</tr>
<tr>
<td>Pharmaceutical Companies</td>
<td>69%</td>
</tr>
<tr>
<td>Internet</td>
<td>54%</td>
</tr>
<tr>
<td>HMOs/ Managed Care Organizations</td>
<td>49%</td>
</tr>
</tbody>
</table>

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*
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
  - Important: 88%
  - Not Important: 4%
  - Don't know: 8%

- Ensure the ability of teaching hospitals to train medical doctors and provide health care to underserved communities
  - Important: 93%
  - Not Important: 5%
  - Don't know: 2%

Source: Arkansas 2001
Charlton Research Company
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
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?

- 46% Yes
- 50% No
- 4% Don't know

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?

- 61% Likely
- 35% Not likely
- 4% Don't know

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)

- **Reputation of institution**: 75%
- **Improve health of self/others**: 71%
- **Privacy, confidentiality**: 66%
- **Your physician's recommendation**: 53%
- **Incentives to participate**: 16%

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?

- 80% Strongly Agree
- 14% Somewhat Agree
- 5% Disagree
- 1% Don't know

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?

![Pie chart showing percentages]

- 78% Very Important
- 18% Somewhat Important
- 4% Not very/not at all important

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?

- 87% More likely
- 7% Less likely
- 6% Don't know/No difference

Source: Arkansas 2001
Charlton Research Company
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?

- **Great/some value**: 3%
- **Not much value/no value at all**: 7%
- **Don't know**: 90%

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?

- 48% Not much/Nothing at all
- 36% A lot
- 16% Some

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?

- Yes: 33%
- No: 63%
- Don't know: 4%

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