Genetics and Personalized Medicine
Family Medical History
Important to Health

Thinking about your own health, how important do you think it is for you to know your family’s medical history?

- **Very**: 74%
- **Somewhat**: 22%
- **Not**: 4%
Americans Willing to be Genetically Tested

Researchers recently completed mapping the human genome and can now analyze an individual’s complete genetic makeup. Would you be willing to be genetically tested to help doctors diagnose and prevent disease?

- Yes: 57%
- No: 35%
- Don't know: 8%

Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2004
Many Americans Willing to Contribute DNA for Research

Would you be willing to contribute a sample of your DNA to a national databank to be used only for health related research?

- **Yes**: 48%
- **No**: 42%
- **Don't know**: 10%

Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2004
Personalized Medicine Will Have Positive Impact

Personalized medicine refers to testing and treatment customized to an individual’s genetic makeup. Do you think that personalized medicine will have a positive or negative impact on future health care?

73% Positive
14% Negative
13% Don't know

Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2004
Americans Support Genetic Testing for Improved Medications

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

- **Yes**: 62%
- **No**: 34%
- **Don't know**: 4%

Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2004
Majority of Americans Not Willing to Pay More

Would you be willing to pay more for genetically personalized health care?

- 34% Yes
- 57% No
- 9% Don't know
Concerns About Genetic Testing

What concerns, if any, do you have about genetic testing? (first mentions)

- No concerns: 39%
- Safety/possible misuse of information: 15%
- Privacy invasion/Database of everyone: 11%
- Don’t understand it: 8%
- Don’t want it used for cloning: 6%
- Cost: 4%
- Might not be accurate: 4%
- Other (Less than 4% of responses): 8%
- Don’t know: 5%
Supplements
Majority of Americans Not Taking Supplements

Are you currently taking any dietary or nutritional supplements?

- Yes: 39%
- No: 61%

Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2004
Supplements Not for Specific Medical Condition

Are you currently taking any dietary or nutritional supplements to treat a specific medical condition?

- Yes: 83%
- No: 16%
- Don't know: 1%
Research on Supplements

Very Important

How important do you think it is for researchers to study the effectiveness and safety of nutritional and dietary supplements?

- Very: 60%
- Somewhat: 31%
- Not important: 8%
- Don't know: 1%

Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2004
Health Information on the Internet
Health Information on the Internet Helpful

In general, do you think the availability of health information on the Internet is more helpful or more harmful?

- Helpful/Strongly: 31%
- Helpful/Somewhat: 38%
- Harmful: 19%
- Don't know: 12%

Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2004
Health Information on the Internet Useful

How useful have found health information on the internet to be?

- Very: 23%
- Somewhat: 42%
- Not: 21%
- Don't know: 14%

Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2004
## Types of Health Information Americans Look for on the Internet

Have you ever used the Internet to look for information on the following topics?

<table>
<thead>
<tr>
<th>Types of Information</th>
<th>Percent Saying Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specific diseases</td>
<td>58%</td>
</tr>
<tr>
<td>Nutrition</td>
<td>33%</td>
</tr>
<tr>
<td>Prescription Drugs</td>
<td>32%</td>
</tr>
<tr>
<td>Health care providers (doctors/hospitals)</td>
<td>28%</td>
</tr>
<tr>
<td>Exercise</td>
<td>27%</td>
</tr>
<tr>
<td>Health insurance</td>
<td>22%</td>
</tr>
<tr>
<td>Weight control</td>
<td>21%</td>
</tr>
</tbody>
</table>

Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2004
Internet Helps Many Americans Understand Own Health

Do you agree or disagree that health information on the internet has improved your understanding of your overall health?

- 55% Agree
- 28% Disagree
- 17% Don't know
Some Doctors Prescribe Information

Has your doctor ever suggested you visit a web site for additional information?

- Yes: 10%
- No: 89%
- Don't know: 1%

Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2004
Few Belong to Online Support Group for Medical Conditions

Do you belong to an online support group for a specific medical condition, such as arthritis, cancer or diabetes?

- Yes: 3%
- No: 97%

Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2004
Have you ever used email to communicate with your doctor or other health care provider?

- Yes: 10%
- No: 90%
Patient Care Issues
How important is it that our nation support research that focuses on how well the health care system is functioning and what could be done to make it function better?

- 70% Very
- 25% Somewhat
- 4% Not
- 1% Don't know

Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2004
Americans Believe Doctors

Very Familiar with Patient History

How familiar do you think your doctor is with your medical history?

- **Very**: 56%
- **Somewhat**: 30%
- **Not**: 12%
- **Don't know**: 2%

Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2004
Majority of Americans Never Ask to See Own Medical Records

Have you ever asked your doctor or another health professional to let you see your medical records?

- Yes: 39%
- No: 61%

Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2004
Americans Divided on Usefulness of Online Medical Records

How useful would it be if you could look at your personal medical records online?

- Very: 27%
- Somewhat: 16%
- Not very: 30%
- Not at all: 4%
- Don't know: 23%

Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2004
Americans Satisfied with Current Health Care Coverage

How satisfied are you with your current health care coverage?

- Very: 49%
- Somewhat: 13%
- Not: 34%
- Don't know/No coverage: 4%

Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2004
Do you or anyone in your family participate in a Medicare or Medicaid prescription drug benefit program?

- Yes: 23%
- No: 76%
- Don't know: 1%

Taking Our Pulse: The PARADE/Research!America Health Poll
Charlton Research Company, 2004