

Research!America has been gauging public opinion on people's attitudes toward medical, health and scientific research since 1992. Results of the recent poll in Florida show a high level of support and value for research conducted in both the public and private sector. These poll responses indicate there is an overwhelming belief in Florida that research is important and is a high priority for its citizens, particularly as it impacts the state's health, education and economy.

LEADERSHIP IN RESEARCH IS IMPORTANT TO FLORIDIANS

Research is clearly important to Florida residents (see figure 1). Ninety-six percent say it is important that the United States is a global leader in medical, health and scientific research, with 83% of Floridians saying this is very important.

Similarly, 96% of residents say it is important for Florida to be a leader in medical and health research and 78% say it is very important (see figure 1). However, only 37% say Florida is currently very much a leader. Thirty-nine percent say the state is somewhat a leader and 17% believe Florida is not a leader.

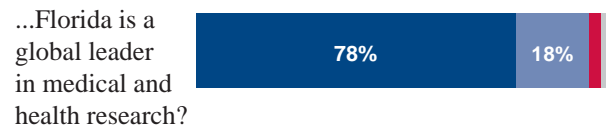
RESEARCH IS IMPORTANT TO FLORIDA'S ECONOMY

Eighty-five percent of Florida residents think that medical and health research is important to the state's economy (see figure 2). Fifty-one percent feel spending on medical and health research is very important to Florida's economy, while another 34% think it is somewhat important.

Similarly, 83% of residents think that investing tax dollars in scientific research is an important way to create jobs and increase incomes for Floridians. Forty-six percent say that investing tax dollars is very important and another 37% feel it is somewhat important. Specifically thinking about the pharmaceutical industry, 86% of Floridians say it is important in providing jobs in the United States.

Importance of Leadership in Research

How important is it that...



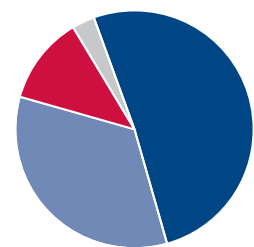
■ Very ■ Somewhat ■ Not ■ Don't know

SOURCE: Florida Survey, 2006
Charlton Research Company for Research!America

Figure 1

Research Important to Economy of Florida

How important do you think medical and health research is to the economy of Florida?



51% very
34% somewhat
12% not
3% don't know

SOURCE: Florida Survey, 2006
Charlton Research Company for Research!America

Figure 2

FLORIDIANS CONCERNED ABOUT HEALTH AS THEY AGE

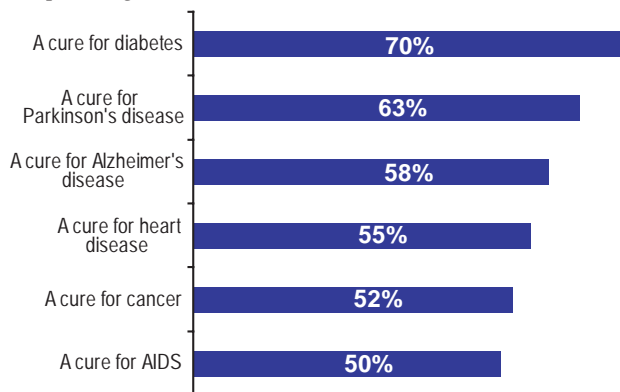
Financial concerns (35%) and poor, declining, failing health (25%) topped the list of things Florida residents worry about most when thinking about the prospect of living to a very old age. Living in a nursing home (6%), health care/insurance (6%) and losing mental abilities (5%) were also topics of concern. All other worries were mentioned by less than 5% of residents.

When given a choice, nearly two-thirds (64%) of Floridians say they fear losing mental capacity compared to 26% who say they fear diminished physical ability (see figure 6). Half of Florida residents think that heart disease will affect their lives in addition to the 8% who say it already has (see figure 7).

However, Floridians are optimistic about the future of medicine (see figure 8). Seven in ten think that a cure for diabetes will be found in the next 20 years and 63% think there will be a cure for Parkinson's disease (63%). Florida residents are also hopeful about cures for Alzheimer's disease (58%), heart disease (55%), cancer (52%) and AIDS (50%).

High Expectations for Medical Breakthroughs

Please tell me whether you think the following medical breakthroughs will occur within the next 20 years. (% responding Yes)

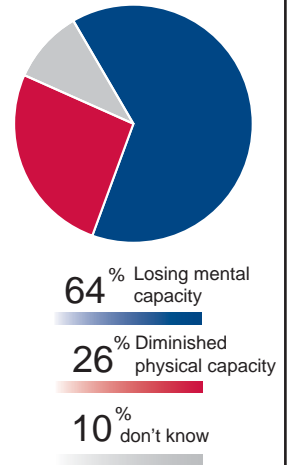


SOURCE: Florida Survey, 2006
Charlton Research Company for Research!America

Figure 8

Losing Mental Capacity is Greatest Fear

When you think about aging, what do you fear more: diminished physical capacity or losing mental capacity?

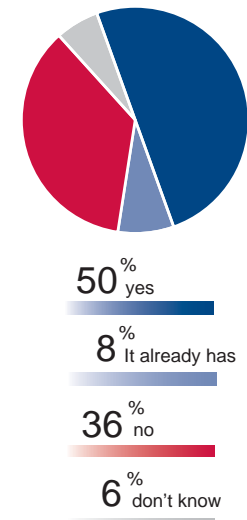


SOURCE: Florida Survey, 2006
Charlton Research Company for Research!America

Figure 6

Most Floridians Expect Heart Disease to Affect Them

Do you expect that heart disease will affect your life, or do you think it will probably not?

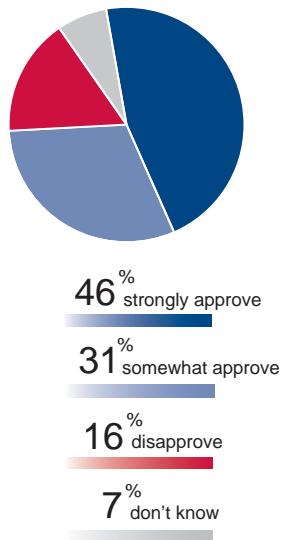


SOURCE: Florida Survey, 2006
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Figure 7

Floridians Approve of Financial Incentives for Scientific Research

State governments often provide financial incentives, such as tax exemptions, to companies for building new offices and factories in their state. If Florida offered financial incentives to attract new scientific research, such as research labs or companies, would you approve or disapprove?

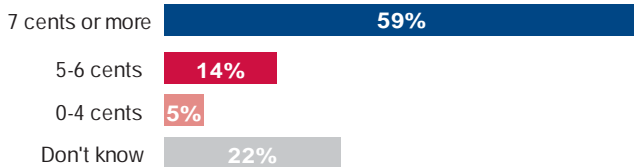


SOURCE: Florida Survey, 2006
Charlton Research Company for Research!America

Figure 3

Floridians Want More Spent on Medical and Health Research

Currently, less than 6 cents out of each health dollar spent in the U.S. goes for medical and health research. How many cents out of each health dollar do you think we SHOULD spend?

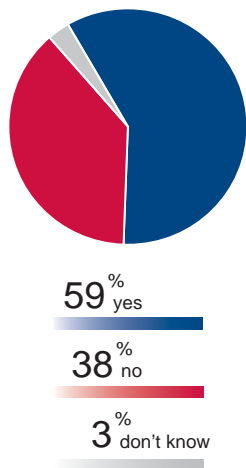


SOURCE: Florida Survey, 2006
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Figure 4

Floridians Willing to Pay for Health 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 research, or not?



SOURCE: Florida Survey, 2006
Charlton Research Company for Research!America

Figure 5

FLORIDIANS FAVOR ENHANCED SUPPORT FOR RESEARCH

Florida residents strongly support the state offering financial incentives, such as tax exemptions, to attract new scientific research (see figure 3). In fact, 46% strongly approve of such incentives and an additional 31% somewhat approve. Seventy-two percent of Floridians agree that Congress should support tax and regulatory policies that encourage private industries to conduct more medical research.

Nearly three-quarters (74%) of Florida residents think that the national commitment to health-related research should be higher. Fifty-nine percent of Floridians believe we should be spending more than the current five to six cents per U.S. health dollar on medical and health research (see figure 4). Fourteen percent say this is the right amount and only 5% say we should be spending less.

Not only do Florida residents approve of more spending on research, they are also willing to pay more for it. Fifty-nine percent would be willing to pay \$1 more per week in taxes if the money would be spent on additional medical research (see figure 5). A majority (51%) would be willing to pay \$1 more for each prescription drug if the money would be spent on additional medical research.

Most Floridians (61%) also think society should embrace risk-taking in scientific research in order to make progress while just under one-third (32%) think we should be cautious to avoid potential conflicts and problems.

Despite their willingness to invest in medical and health research, 54% of Florida residents are unable to name any organization in the state where medical research is conducted. The University of Florida was mentioned by 9%, followed by the University of Miami (7%) and the H. Lee Moffitt Cancer Center (5%). All other organizations named were cited by fewer than 5%.

METHODOLOGY

Charlton Research Company conducted a telephone survey among 800 adults in Florida. The entire sample was proportionate to the state's demographics, including geography, gender, income and ethnicity. The survey, fielded November 6-10, 2006 has a theoretical sampling error of +/-3.5%. Please note that much of the question text in this report has been paraphrased.

This poll was commissioned by Research!America, a not-for-profit, membership-supported national alliance of organizations and individuals dedicated to enhancing public education and advocacy for medical, health, and scientific research.

For more information about the Florida poll, including a list of sponsoring organizations, or for other questions about public attitudes towards scientific research, contact Research!America.

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.

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