Survey Methodology

- Telephone (random-digit dialing) polls are conducted with a sample size of 800-1000 adults (age 18+) and a maximum theoretical sampling error of +/- 3.5 percent. Data are demographically representative of adult U.S. residents (state or national).

- Online polls are conducted with a sample size of 1000-2000 adults and sampling error of +/-3.1 percent. The data is weighted in two stages to ensure accurate representation of the U.S. adult population.
  1. Figures for age, sex, race, education, and income were weighted where necessary to bring them into line with population demographics.
  2. “Propensity score” weighting was also used to adjust for respondents’ propensity to be online.
Americans Want Increased Funding

Over the past several decades, U.S. investment in medical and health research has steadily increased. Recently, Congress voted to cut overall federal funding for this research.

Some people say: Current U.S. funding for medical and health research is sufficient and other budget items are higher priorities now.

Other people say: Increasing U.S. funding for medical and health research now is essential to our future health and economic prosperity.

Which of these statements more closely reflects your opinion?

- 58% Increase funding
- 37% Current funding sufficient
- 5% Don't know

Source: National Survey, 2006
Charlton Research Company for Research!America
Americans Think Commitment to Research Should Be Higher

As we look for ways to manage healthcare costs in our country, do you think that the national commitment to health-related research should be higher, lower, or about the same as it is now?

- 51% Higher
- 41% About the same
- 3% Lower
- 5% Don't know

Source: National Survey, 2006
Charlton Research Company for Research!America
2007 Budget for Medical and Health Research Should be Increased

President Bush will be making his next budget request in February. What do you want President Bush to recommend in his 2007 budget for medical and health research?

- 51% Increase funding
- 43% Keep current level
- 3% Cut funding
- 3% Don't know

Source: National Survey, 2006
Charlton Research Company for Research!America
Confidence in US Institutions

How much confidence do you have in the following institutions in this country?

{\% responding high to complete confidence\}

- Military \hspace{1cm} 77\%
- Medical Community \hspace{1cm} 69\%
- Scientific Community \hspace{1cm} 68\%
- Organized Religion \hspace{1cm} 58\%
- Corporations \hspace{1cm} 35\%
- Congress \hspace{1cm} 32\%
- Media \hspace{1cm} 29\%

Source: National Survey, 2006
Charlton Research Company for Research!America
National Priorities

In terms of national priorities, would you say each of the following is very important, somewhat important, not very important, or not at all important?

{\% saying “very important” and “somewhat important”}

<table>
<thead>
<tr>
<th>National Priorities</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>99%</td>
</tr>
<tr>
<td>Jobs</td>
<td>99%</td>
</tr>
<tr>
<td>Social Security and Medicare</td>
<td>97%</td>
</tr>
<tr>
<td>Disaster Preparedness</td>
<td>96%</td>
</tr>
<tr>
<td>National Defense</td>
<td>95%</td>
</tr>
<tr>
<td>Health Related Research</td>
<td>95%</td>
</tr>
<tr>
<td>Homeland Security</td>
<td>92%</td>
</tr>
<tr>
<td>Tax Cuts</td>
<td>79%</td>
</tr>
</tbody>
</table>

Source: National Survey, 2006
Charlton Research Company for Research!America
Currently, the U.S. spends about one cent of every health care dollar on prevention and public health research. How many cents of each health dollar do you think we SHOULD spend?

- 3 cents or more: 67%
- 2 cents: 10%
- 1 cent: 10%
- Don't know: 13%

Source: National Survey, 2006
Charlton Research Company for Research!America
Americans Willing to Pay More for Medical 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 medical research, or not?

63% Yes
34% No
3% Don't know

Source: National Survey, 2006
Charlton Research Company for Research!America
Americans Want More Spent on Medical and Health Research

Currently, about 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?

- 7 cents or more: 58%
- 5-6 cents: 24%
- 0-4 cents: 7%
- Don't know: 11%

Source: National Survey, 2006
Charlton Research Company for Research!America
Americans Willing to Spend More for Research

Would you be willing to pay $1 more for each prescription drug if you were certain that all the money would be spent for additional research?

- Yes: 57%
- No: 41%
- Don't know: 2%

Source: National Survey, 2006
Charlton Research Company for Research!America
Few Participate in Clinical Research

Have you ever participated in a clinical research study?

- Yes: 15%
- No: 85%

Source: National Survey, 2006
Charlton Research Company for Research!America
Majority of Americans Would Participate in Clinical Research

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

- 63% Likely
- 21% Not likely
- 14% Would not
- 2% Don’t know

Source: National Survey, 2006
Charlton Research Company for Research!America
Few Doctors Suggest Participation

Has your doctor ever suggested that you participate in a clinical research study?

94% Yes
6% No

Source: National Survey, 2006
Charlton Research Company for Research!America
Controlling Cost
Important to Americans

How important would you say each of the following health issues are in terms of national priorities?

- Controlling the cost of healthcare: 78% Very important, 18% Somewhat important, 20% Not important, 2% Don't know
- Controlling the cost of prescription drugs: 75% Very important, 20% Somewhat important, 21% Not important, 4% Don't know
- Providing health care coverage for all Americans: 69% Very important, 21% Somewhat important, 21% Not important, 7% Don't know
- Improving health services and health education programs: 68% Very important, 28% Somewhat important, 21% Not important, 3% Don't know
- Accelerating medical and health research: 58% Very important, 36% Somewhat important, 21% Not important, 5% Don't know
- Reducing medical malpractice lawsuits: 48% Very important, 35% Somewhat important, 20% Not important, 7% Don't know

Source: National Survey, 2006
Charlton Research Company for Research!America
Most Have Not Talked to Their Doctors About Research

Have you ever talked to your doctor about medical research?

- Yes: 29%
- No: 71%

Source: National Survey, 2006
Charlton Research Company for Research!America
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.)

- 35% Great value
- 2% Some value
- 3% No value
- 0% Don’t know

Source: National Survey, 2006
Charlton Research Company for Research!America
Factors Affecting Participation in Clinical Research

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

<table>
<thead>
<tr>
<th>Factor</th>
<th>Major concern</th>
<th>Some concern</th>
<th>No concern</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Institution's reputation</td>
<td>74%</td>
<td>19%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Improve health of self/others</td>
<td>68%</td>
<td>27%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Privacy, confidentiality</td>
<td>58%</td>
<td>28%</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>Physician's recommendation</td>
<td>48%</td>
<td>40%</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Incentives to participate</td>
<td>12%</td>
<td>41%</td>
<td>46%</td>
<td></td>
</tr>
</tbody>
</table>

Source: National Survey, 2006
Charlton Research Company for Research!America
Influencing How Government Medical Research Funds Are Spent

Which of the following do you feel should have the most influence on how government medical research funds are spent? Would it be...

Source: National Survey, 2006
Charlton Research Company for Research!America
Barriers to Research

Some people believe medical research should be making more progress. Do you feel the following is a reason why we are NOT making more progress in medical research?

- Too many regulatory barriers: 61% Yes, it is a reason; 31% No, it is not a reason; 8% Don't know
- Restrictions on types of research (stem cell): 55% Yes, it is a reason; 36% No, it is not a reason; 9% Don't know
- Not spending enough money: 53% Yes, it is a reason; 41% No, it is not a reason; 6% Don't know
- R&D tax burden too high: 44% Yes, it is a reason; 44% No, it is not a reason; 12% Don't know
- Not enough researchers: 36% Yes, it is a reason; 52% No, it is not a reason; 12% Don't know

Source: National Survey, 2006
Charlton Research Company for Research!America
Public Concerns About Research

What concerns, if any, do you have about medical and health research?

<table>
<thead>
<tr>
<th>Concern</th>
<th>First mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td>No concerns/don’t know</td>
<td>36%</td>
</tr>
<tr>
<td>Wasting money</td>
<td>9</td>
</tr>
<tr>
<td>Government involvement</td>
<td>6</td>
</tr>
<tr>
<td>Profit driven</td>
<td>5</td>
</tr>
<tr>
<td>Not enough funding</td>
<td>5</td>
</tr>
<tr>
<td>Finding a cure for diseases</td>
<td>4</td>
</tr>
<tr>
<td>Research is needed</td>
<td>4</td>
</tr>
<tr>
<td>Finding a cure to cancer</td>
<td>3</td>
</tr>
<tr>
<td>Stem cells</td>
<td>3</td>
</tr>
<tr>
<td>It takes too long</td>
<td>3</td>
</tr>
<tr>
<td>Other</td>
<td>22</td>
</tr>
</tbody>
</table>

Source: National Survey, 2006
Charlton Research Company for Research!America