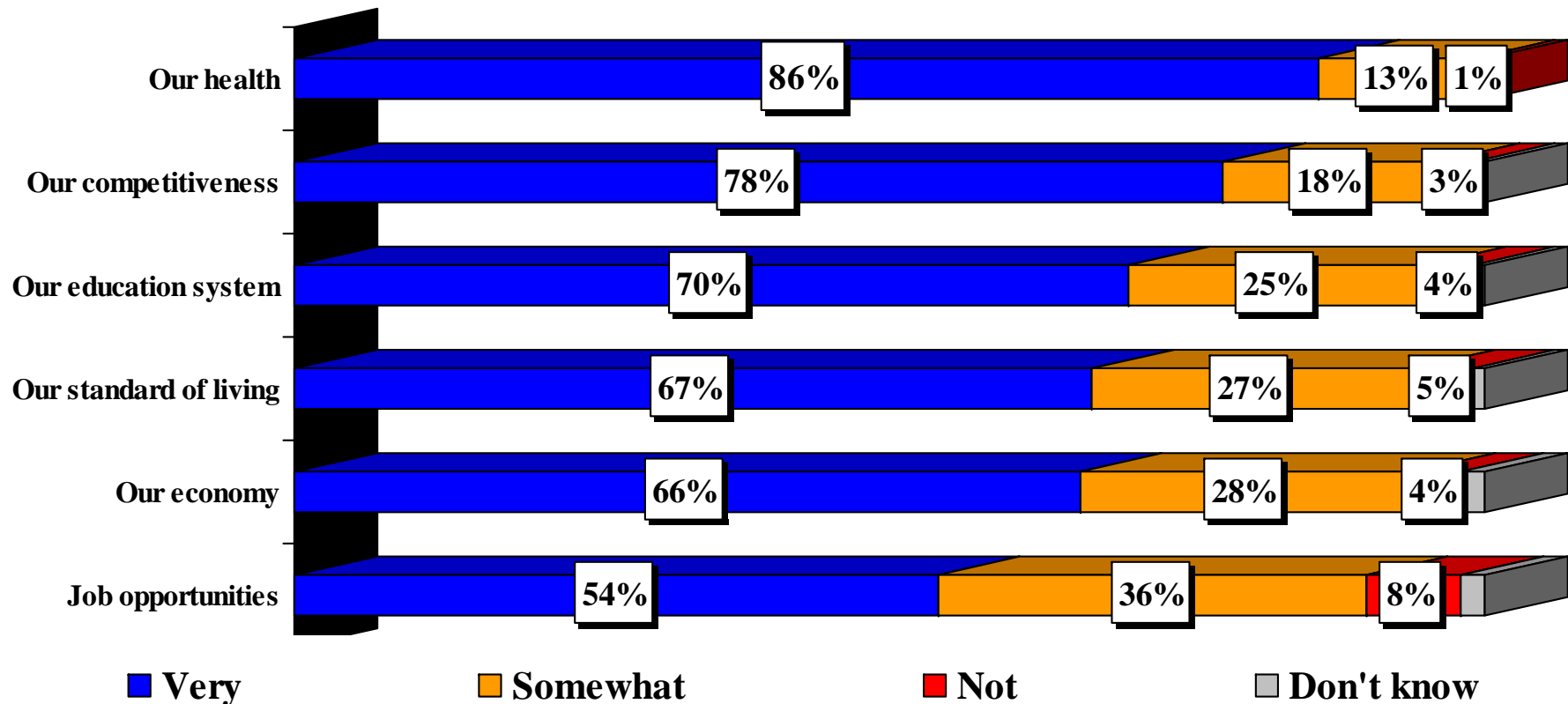


Global Leadership in Science and Research

Science Important to U.S. Health and Competitiveness

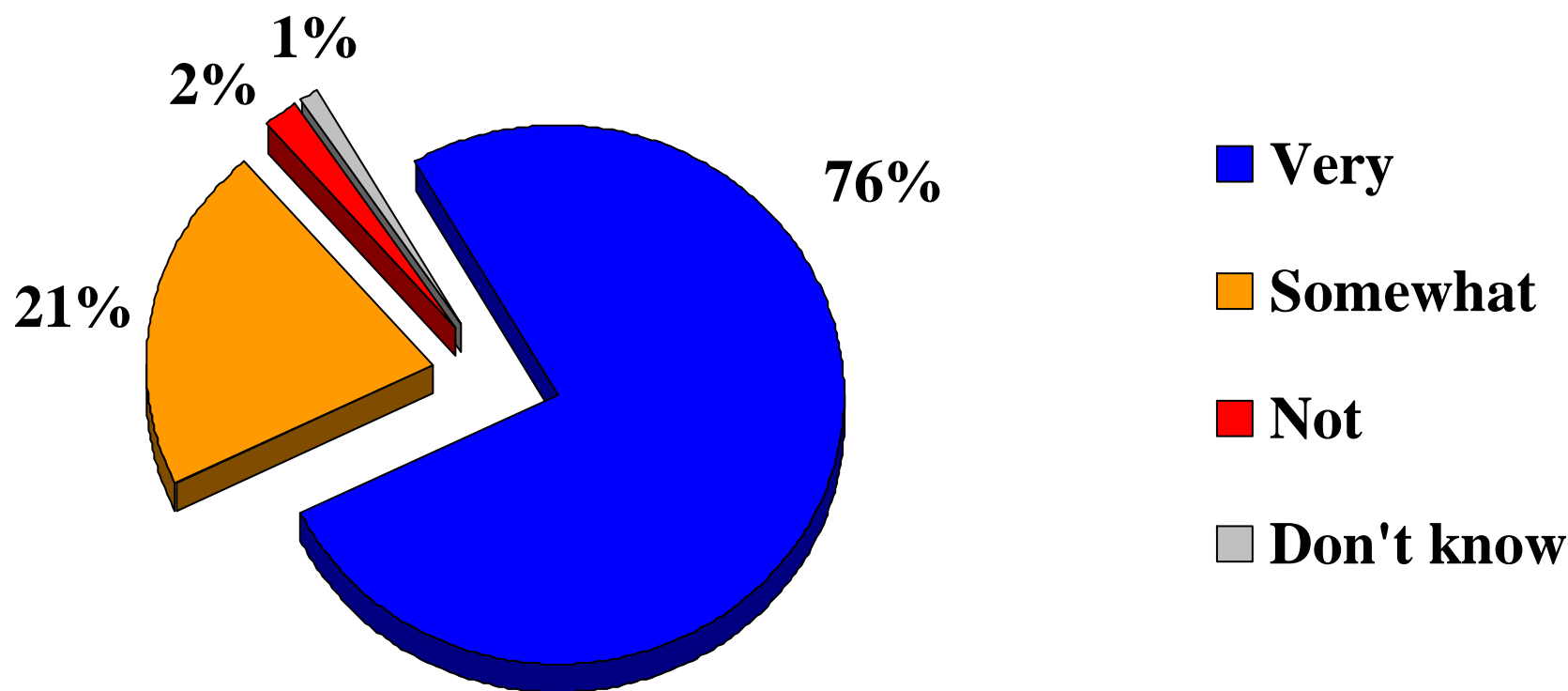
How important is the role science plays in ...?



Source: Bridging the Sciences Survey, 2006
Charlton Research Company for Research!America

U.S. Should Be Global Leader in Scientific Research

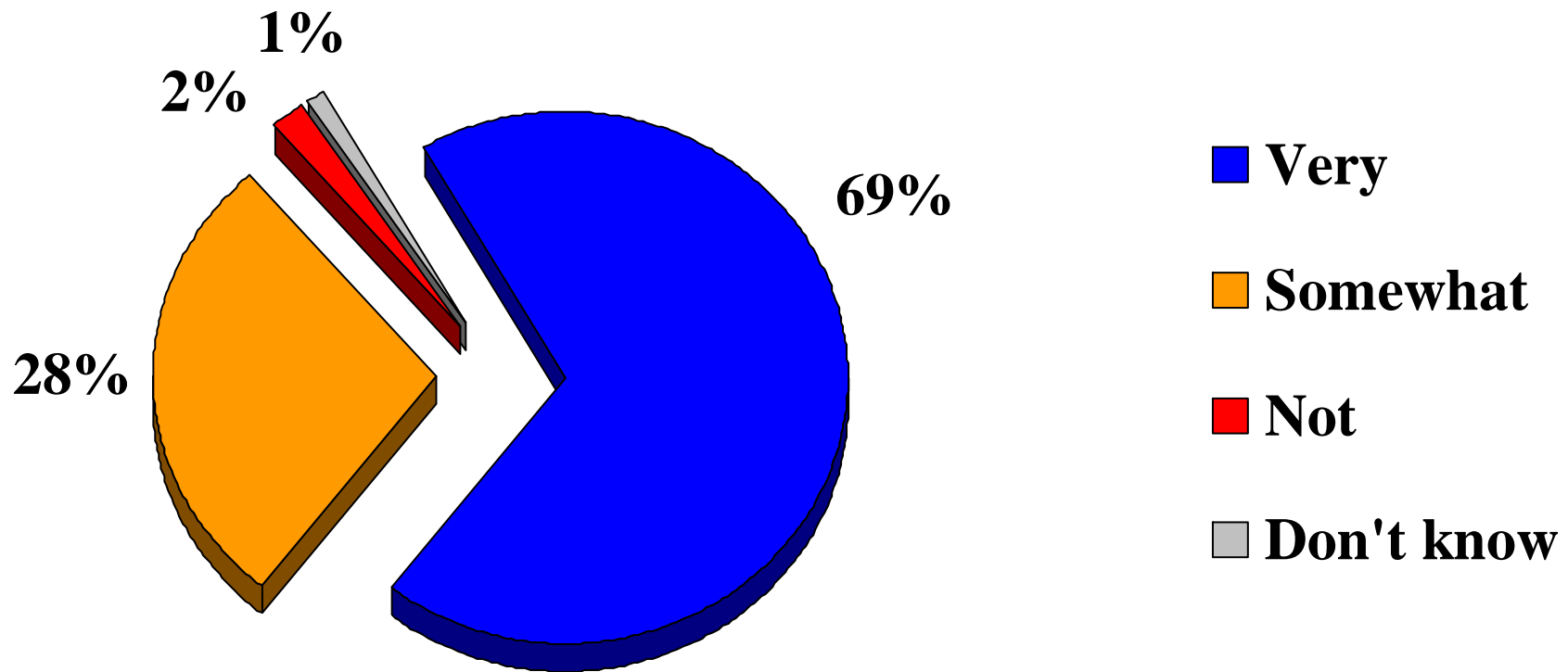
How important do you think it is that the U.S. is a global leader in scientific research?



Source: Bridging the Sciences Survey, 2006
Charlton Research Company for Research!America

Research Important to U.S. Economy

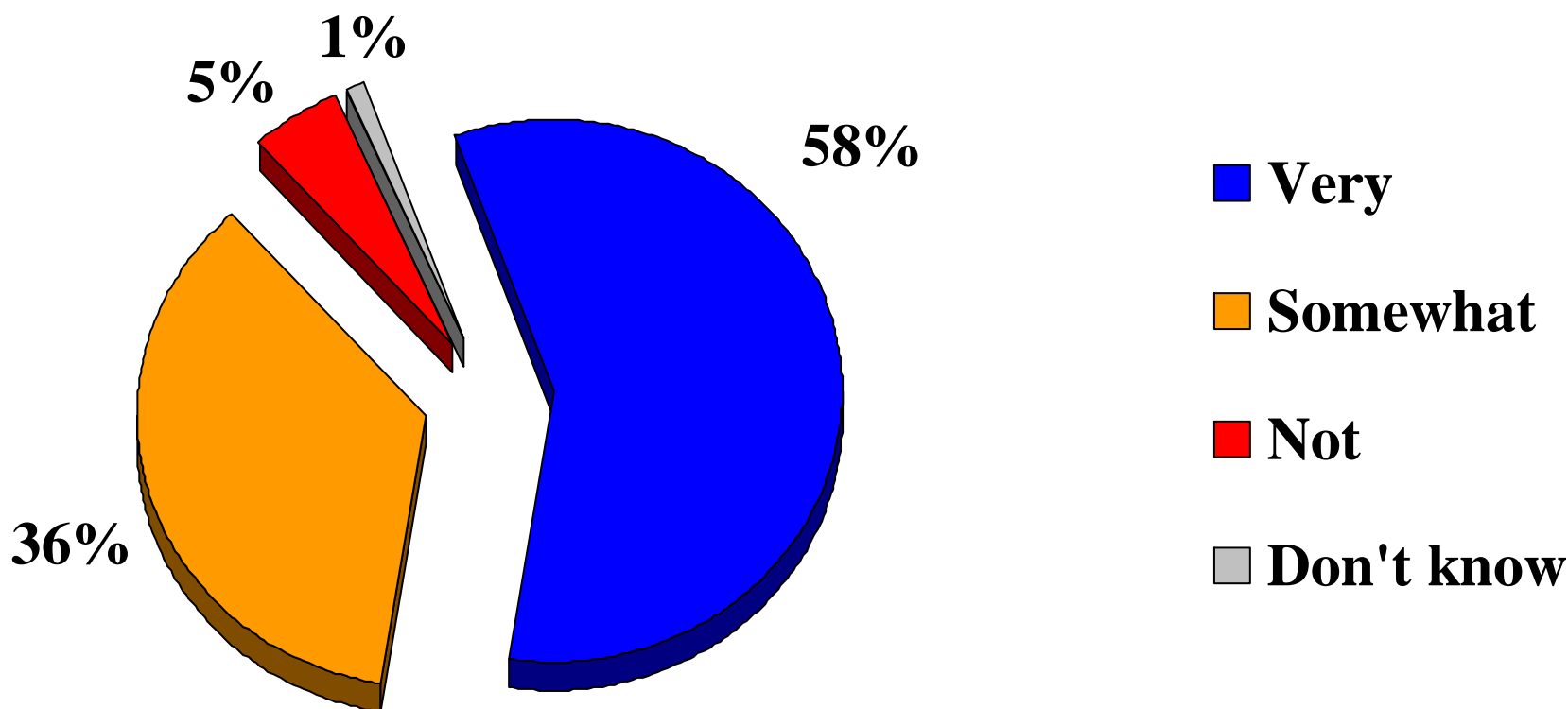
How important do you think scientific research is to the U.S. economy?



Source: Bridging the Sciences Survey, 2006
Charlton Research Company for Research!America

Investment in Research Important for Job Creation and Higher Incomes

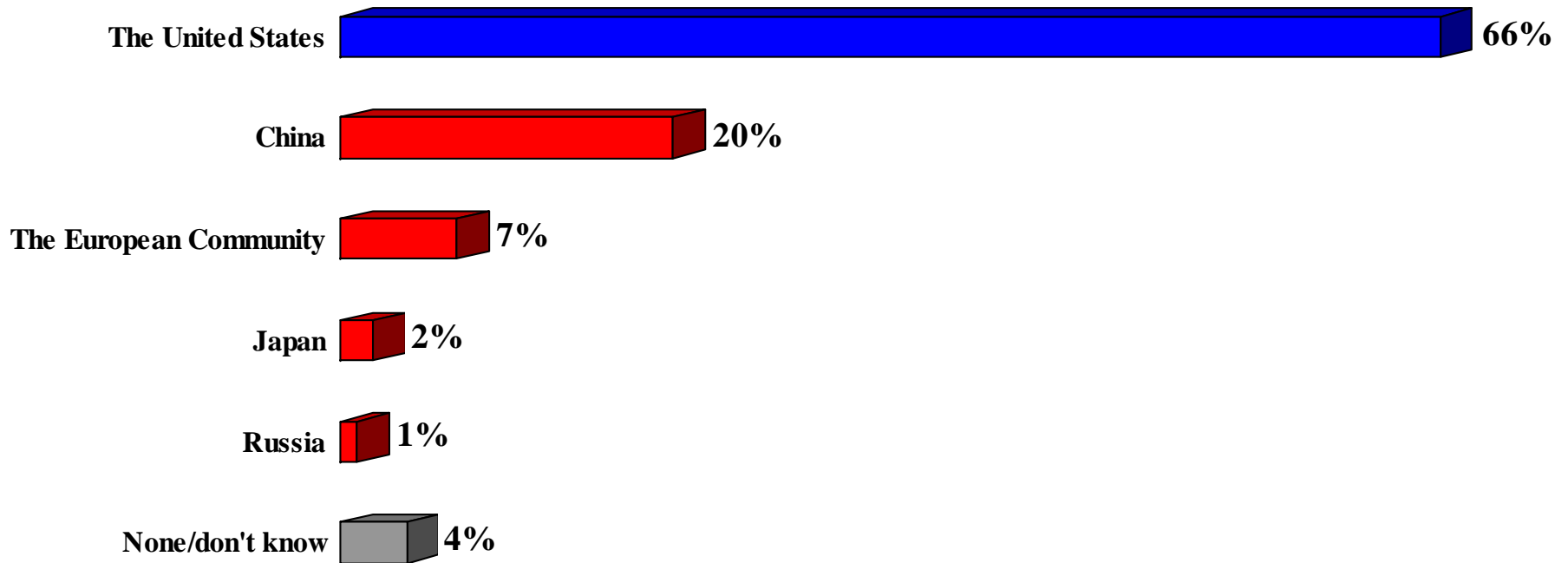
In terms of job creation and higher incomes, how important do you think it is to invest in scientific research?



Source: Bridging the Sciences Survey, 2006
Charlton Research Company for Research!America

Americans Expect U.S. Will Be Greatest Power of 21st Century

The United States is generally regarded as the major world power of the 20th century. Which of the following do you think will be the greatest power of this century?



Source: Bridging the Sciences Survey, 2006
Charlton Research Company for Research!America

Some Say U.S. Will Not Be Greatest Power of 21st Century

Why do you think the greatest superpower of this century will not be the U.S.? (n=272)

	<u>First mentions</u>
Economy/Cheaper labor elsewhere/national debt	23%
Bad leadership/corruption/bad morals	22
Too many internal problems/too divided	10
Not investing in education/science/technology	8
Military is poor/losing war in Iraq	7
Foreign policy is poor	6
Not liked in other countries	5
Population is decreasing	4
Other	6
Don't know/Refused	8

Source: Bridging the Sciences Survey, 2006
Charlton Research Company for Research!America

America's Greatest 20th Century Achievements

What would you say was America's greatest achievement in the 20th century?

	<u><i>First mentions</i></u>
Space program	17%
Winning wars/becoming a superpower	14
Industrial/technological advances	13
Medical advances	11
Spread of democracy	6
Computers	4
Peace efforts	4
Economic growth	3
Efforts in Middle East and against terrorism	3
Equal rights/civil rights	3
Other	4
None/Don't know	21

Source: Bridging the Sciences Survey, 2006
Charlton Research Company for Research!America

America's Greatest Scientific Discoveries

What would you say has been the greatest scientific discovery of the last century?

	<u>First mentions</u>
Medicine/vaccinations/antibiotics	15%
Genetics/DNA/stem cell research	11
Disease cures	10
Medical advances	7
Cancer (cure, treatments, etc.)	6
Space exploration/astronomy	5
Alternative energy	5
Computer age	4
Moon (landing on, discovery of)	3
Solar system	3
Heart (surgery, transplant, etc.)	2
Other	13
None/Don't know	17

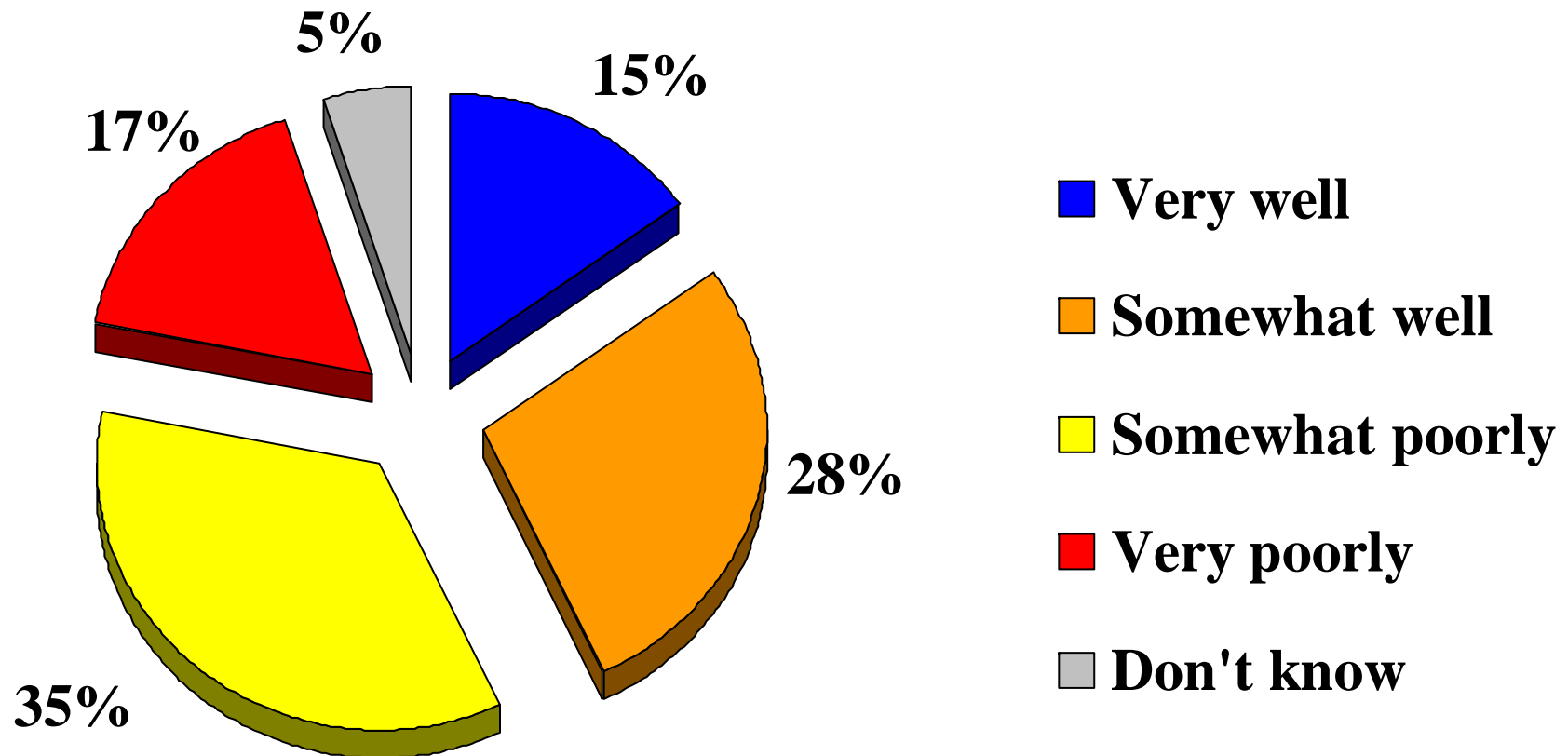
**Net health/medical
discoveries: 51%**

Source: Bridging the Sciences Survey, 2006
Charlton Research Company for Research!America

Science Education and Training

U.S. Performance in Science and Math Education Lacking

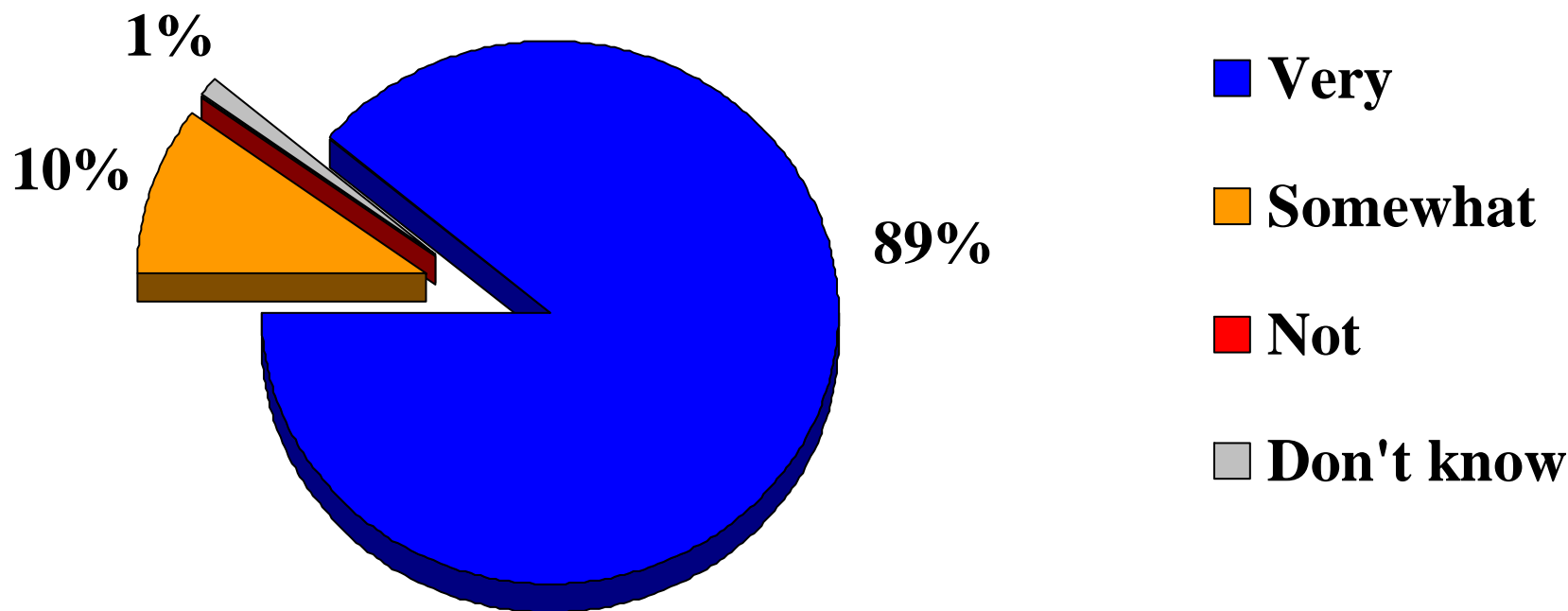
Do you think the U.S. is performing well or performing poorly compared to other nations in terms of science and math education?



Source: Bridging the Sciences Survey, 2006
Charlton Research Company for Research!America

Very Important for U.S. to Educate and Train Researchers

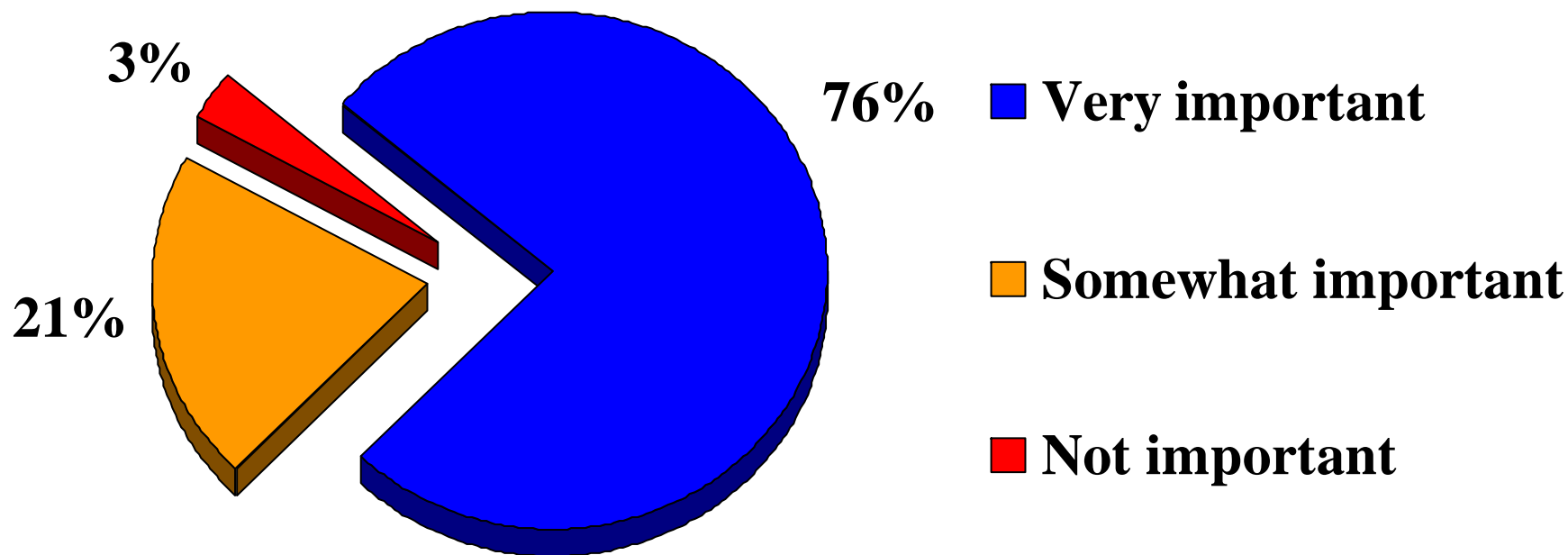
How important is it for the U.S. to educate and train individuals qualified to conduct medical, health, and scientific research?



Source: Bridging the Sciences Survey, 2006
Charlton Research Company for Research!America

Encouraging Youth to Pursue Science Careers Is a Priority

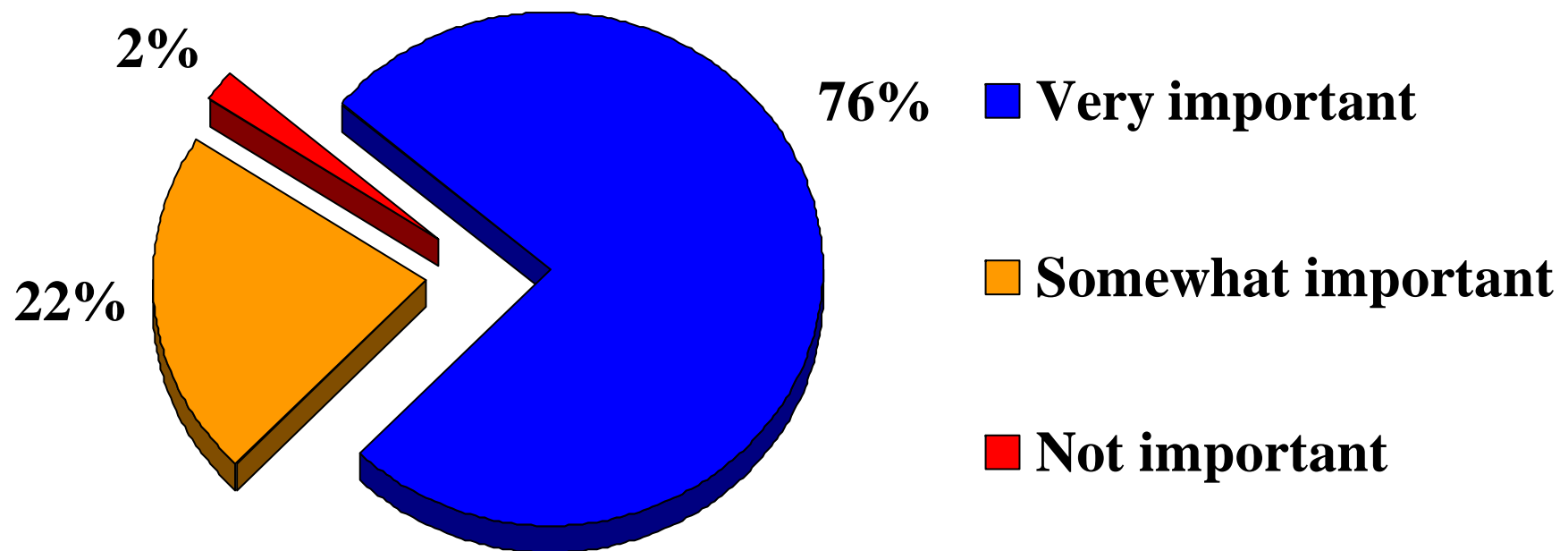
How much of a priority do you think it is for the U.S. to encourage young people to pursue careers that require a solid education in science?



Source: Bridging the Sciences Survey, 2006
Charlton Research Company for Research!America

Expanding Research Career Opportunities Important for Young Americans

How important is it for the U.S. to create more opportunities for careers in science and research for its young people?

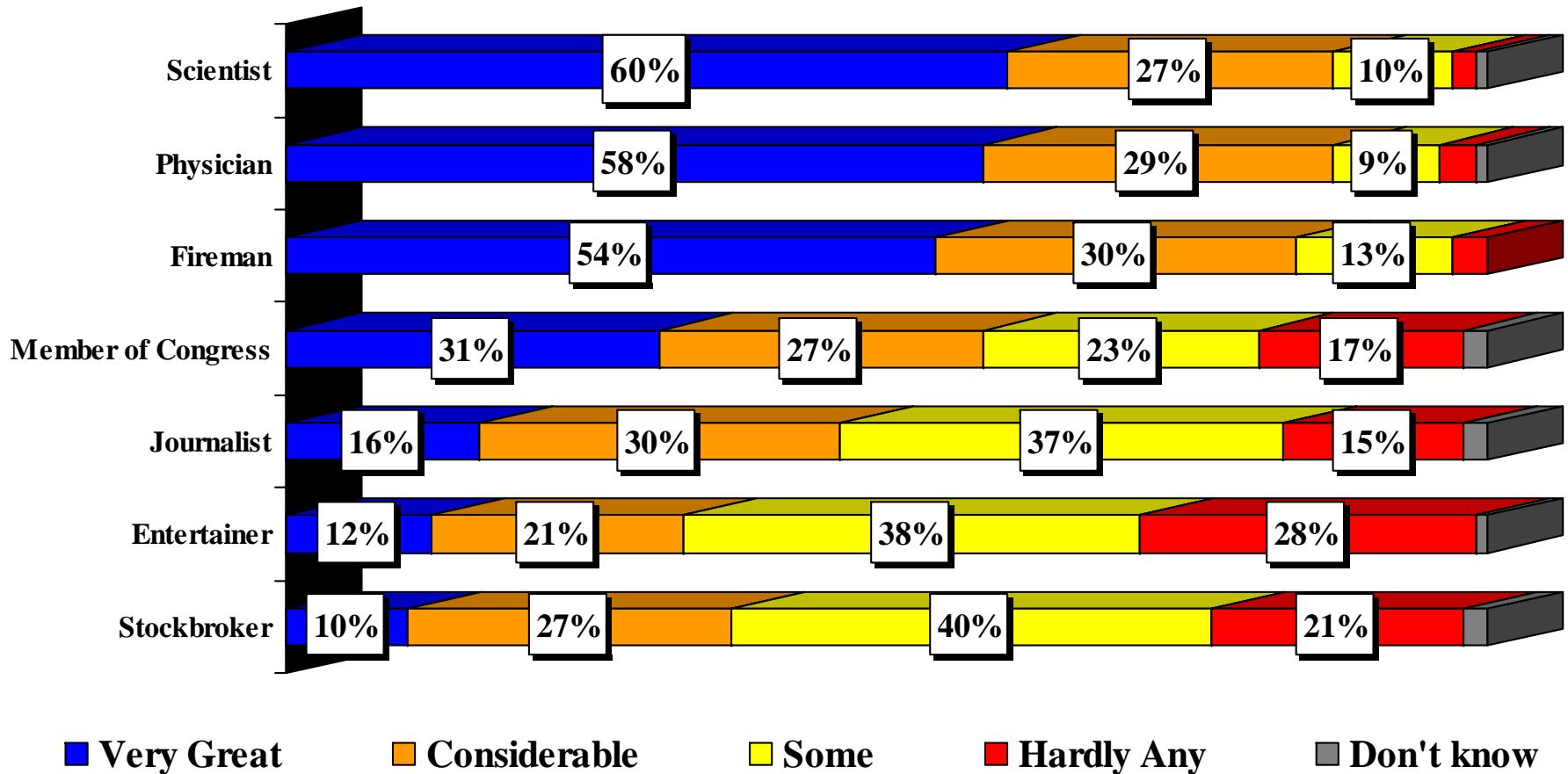


Source: Bridging the Sciences Survey, 2006
Charlton Research Company for Research!America

Public Perception of Science and Research

Scientist Most Prestigious Career

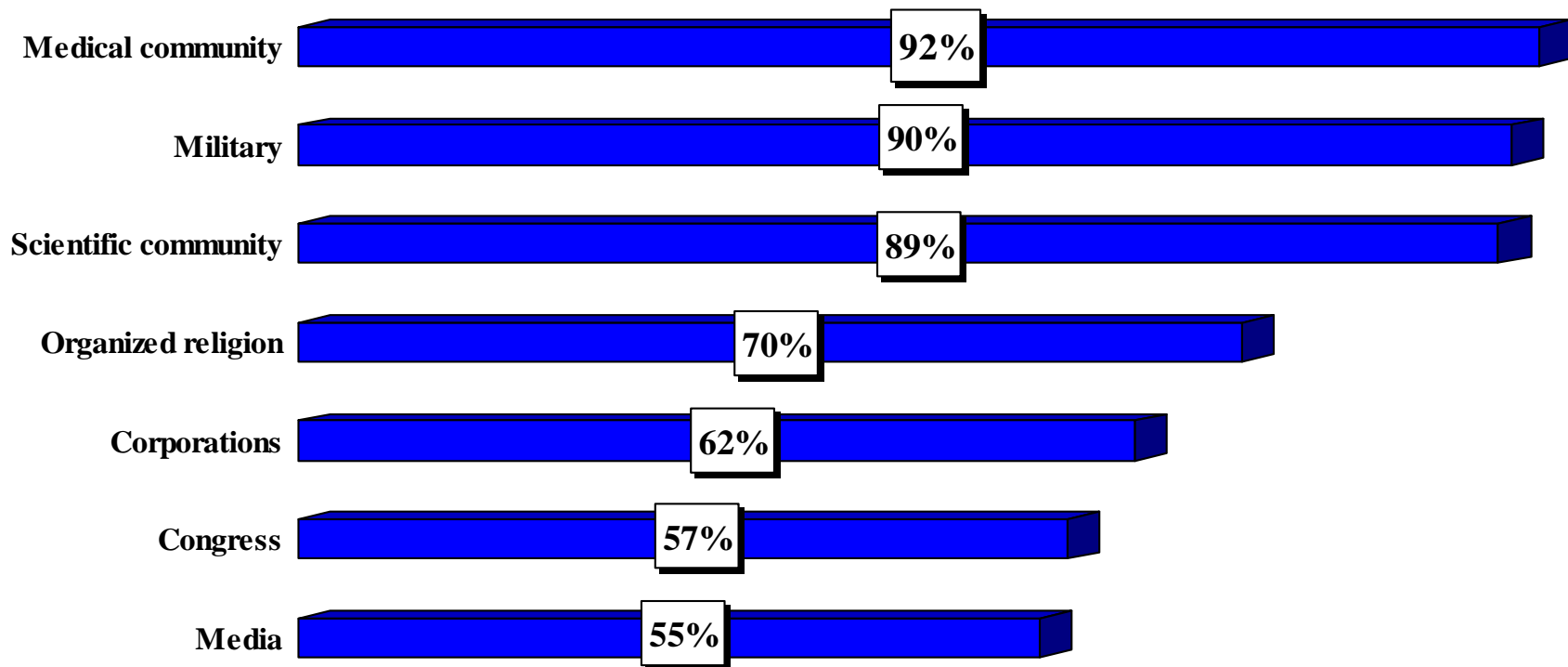
Do you feel each of the following is an occupation of very great prestige, considerable prestige, some prestige or hardly any prestige at all?



Source: Bridging the Sciences Survey, 2006
 Charlton Research Company for Research!America

High Confidence in Medical and Scientific Communities

How much confidence do you have in the following institutions in this country?
{% saying great deal or some}



Source: Bridging the Sciences Survey, 2006
Charlton Research Company for Research!America

Americans Say Scientists Best Spokespersons for Research

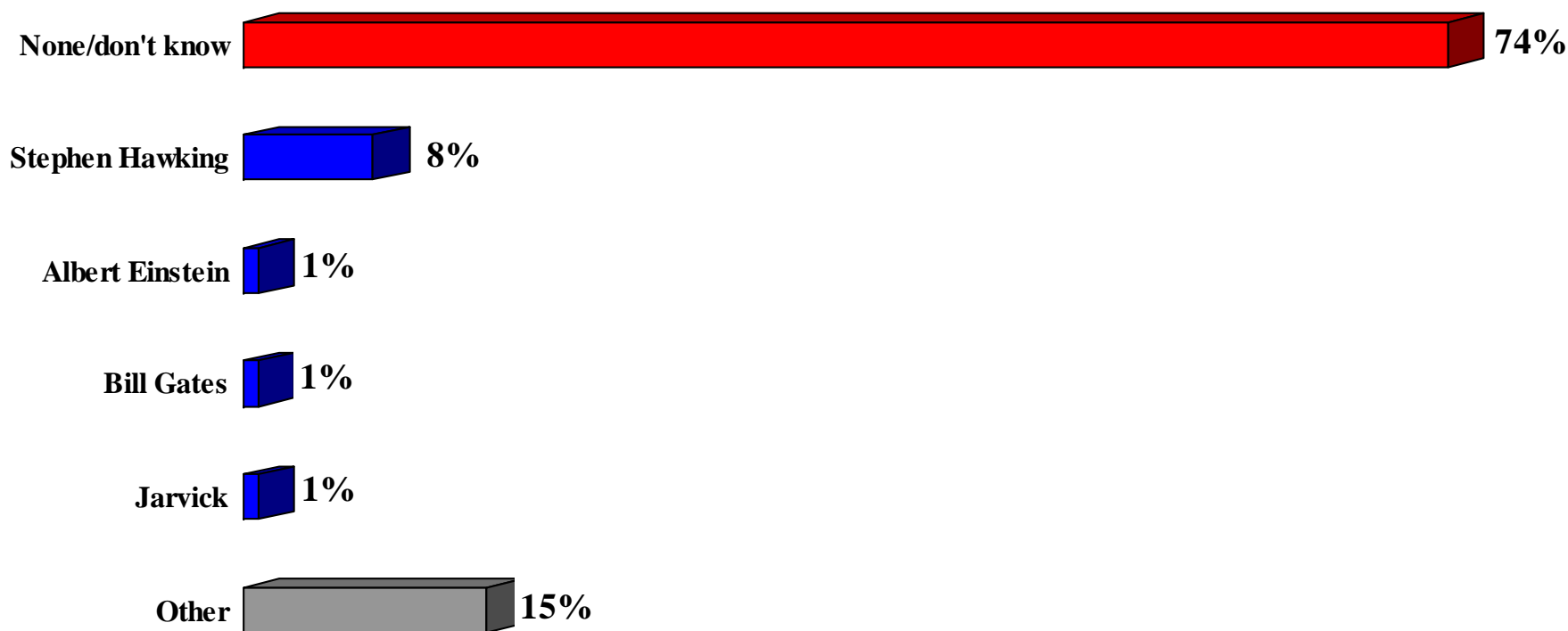
Among the following categories of people and organizations, which three are best qualified to explain to you the impacts of scientific and technological developments on society?

	<i><u>First</u></i>	<i><u>Second</u></i>	<i><u>Third</u></i>
Scientists	51%	18%	9%
Medical professionals	17	36	17
Voluntary health organizations	13	16	25
Media	7	10	12
The government	3	6	11
The military	2	3	5
Religious leaders	2	3	5
CEOs of industry	1	3	5
Elected officials	*	2	4
Celebrities	*	1	1
None/Don't know/Refused	3	2	6

Source: Bridging the Sciences Survey, 2006
Charlton Research Company for Research!America

Most Americans Can't Name a Living Scientist

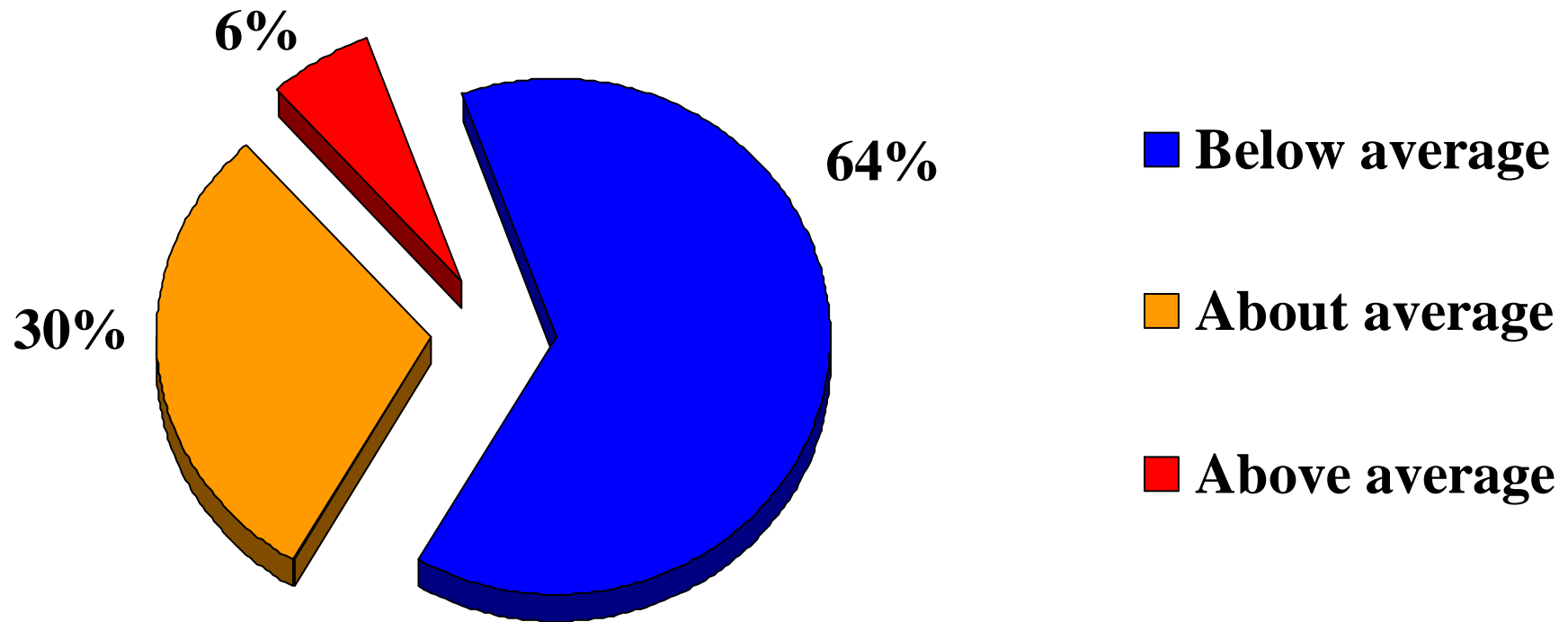
Can you give me the name of a living scientist?



Source: Bridging the Sciences Survey, 2006
Charlton Research Company for Research!America

Average American Not Knowledgeable about Science

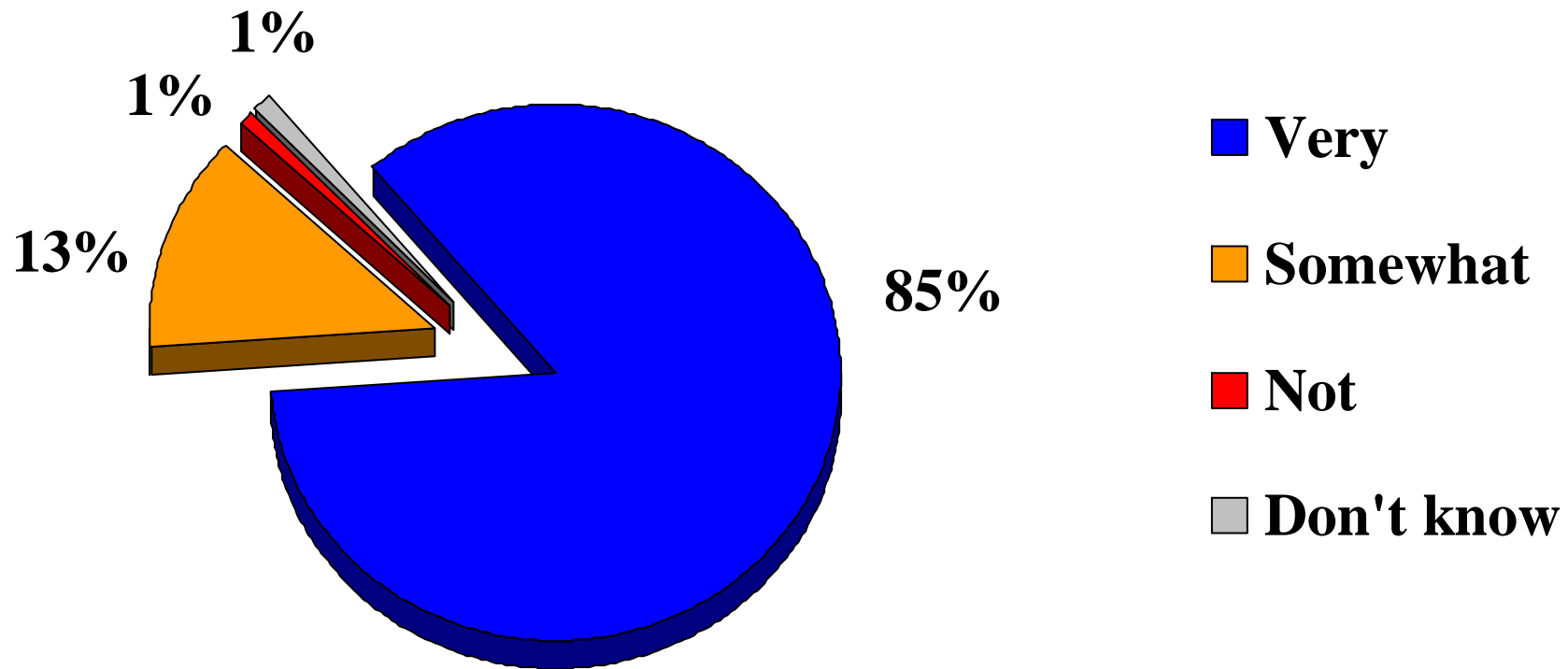
In general, would you say the average American citizen's knowledge about science is...?



Source: Bridging the Sciences Survey, 2006
Charlton Research Company for Research!America

Scientific Research Very Important in America Today

In today's society, how important do you think scientific research is?



Source: Bridging the Sciences Survey, 2006
Charlton Research Company for Research!America

Scientific Research *Very* Important

Why do you feel scientific research is very important? (n=677)

	<u><i>First mentions</i></u>
Cures for diseases/medicines	24%
Medical research/health programs	13
Advancement/progress is necessary	12
Education/learning/intelligence/knowledge	8
Discoveries affect everything	7
Quality of life	6
U.S. as a world leader/forward nation	4
Breakthroughs/opportunities are essential	4
Everything deals with science (general)	4
Environment/pollution/global warming	3
Technologies	3
Leads us into the future	3
Economy/jobs	2
Energy/alternative fuel	2
Other	4
Don't know/refused	1

Source: Bridging the Sciences Survey, 2006
Charlton Research Company for Research!America

Research *Somewhat* Important

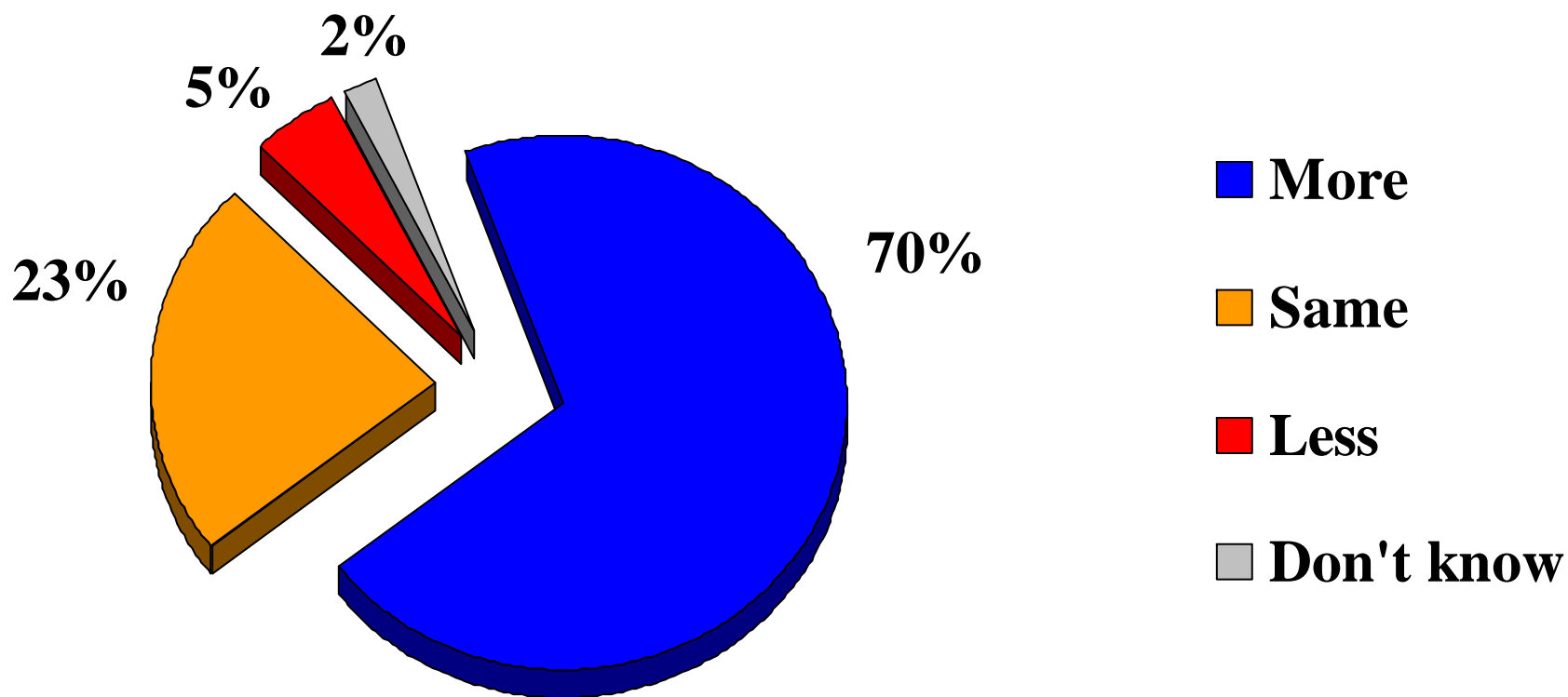
Why do you feel scientific research is somewhat important? (n=104)

	<u><i>First mentions</i></u>
Cures for diseases/medicines	17%
Medical research/health programs	11
Both pros and cons (neutral)	9
God/religion	8
Discoveries/developments/improvements	5
Education/learning/intelligence/knowledge	5
Economy/jobs	5
Everything deals with science (general)	4
Tendency to go wrong/leads to misinformation	4
U.S. as a world leader/forward nation	3
Breakthroughs/achievements/opportunities	3
Space exploration	3
Other	12
None/don't know	14

Source: Bridging the Sciences Survey, 2006
Charlton Research Company for Research!America

Americans Want More Media Coverage of Science and Research

Would you like to see more, less or about the same amount of information about science and research in the media?



Source: Bridging the Sciences Survey, 2006
Charlton Research Company for Research!America

Sources of Health Information

When you need information about a health-related condition for you or your family, what sources of information do you pay attention to?

	<u>First mentions</u>
Health care professionals	64%
Internet	22
Family Member/Neighbor/Friend	4
Newspaper	3
TV	2
Radio	1
None	1
Don't know/Refused	4

Source: Bridging the Sciences Survey, 2006
Charlton Research Company for Research!America

Bridging the Sciences

Knowledge of Scientific Fields

Can you think of any scientific fields of study?

	<u>First mentions</u>
Medical	25%
Biology	9
Physics/Nuclear physics	6
Genetics/Microbiology/Molecular biology	6
Chemistry	5
Astronomy/Astrophysics	5
Biotech/Medical/Pharmaceutical industry	5
Engineering/Rocket science	2
Environmental science	2
Energy/fossil fuels/alternative	2
Geology	2
Other	12
None/Don't know	19

Source: Bridging the Sciences Survey, 2006
Charlton Research Company for Research!America

Health Research Most Important

In what fields or areas do you think the most important scientific research is taking place today?

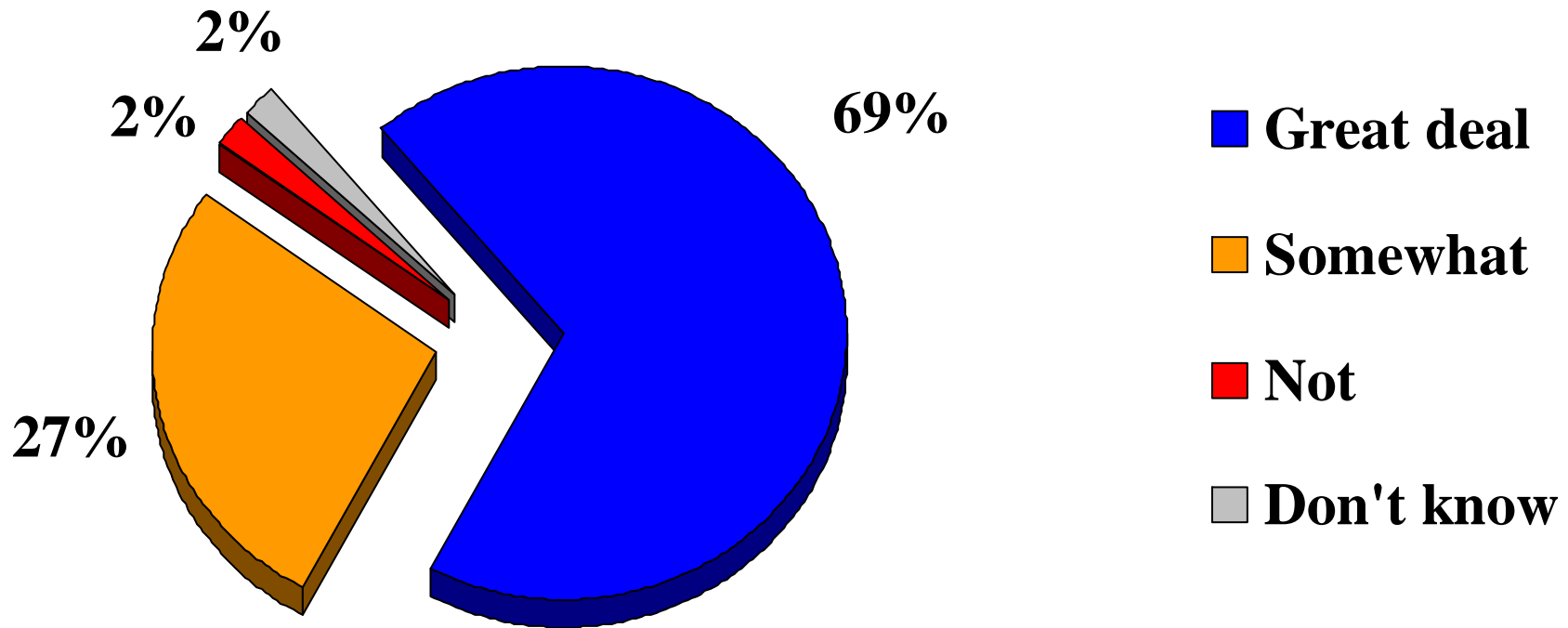
	<u>First mentions</u>
Medical/health	44%
Prescription drugs/pharmaceuticals	10
Biology	5
Space exploration	5
Environmental	4
Technological	4
Genetics/DNA	4
Energy/alternative fuel	3
Stem cell research	3
Military advancements/weapons	2
Physics	2
Other	6
None/Don't know	11

**Net health/medical
discoveries: 66%**

Source: Bridging the Sciences Survey, 2006
Charlton Research Company for Research!America

Work in Various Scientific Fields Impacts Discovery

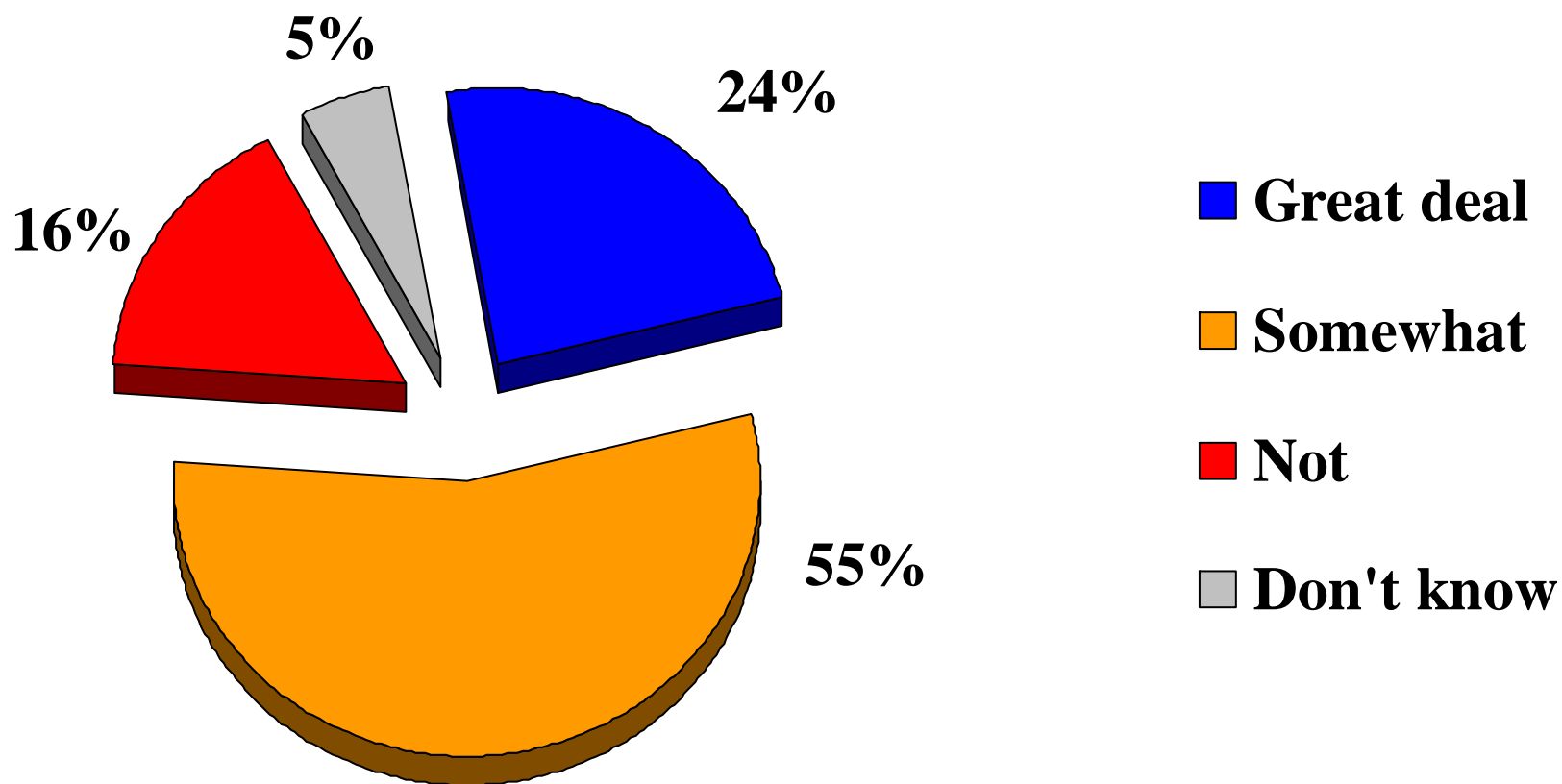
How much do you think research in specific fields impacts scientific advances and discovery in other fields?



Source: Bridging the Sciences Survey, 2006
Charlton Research Company for Research!America

Americans Think Scientists Work Together

To what degree do you think scientists from different fields work together?

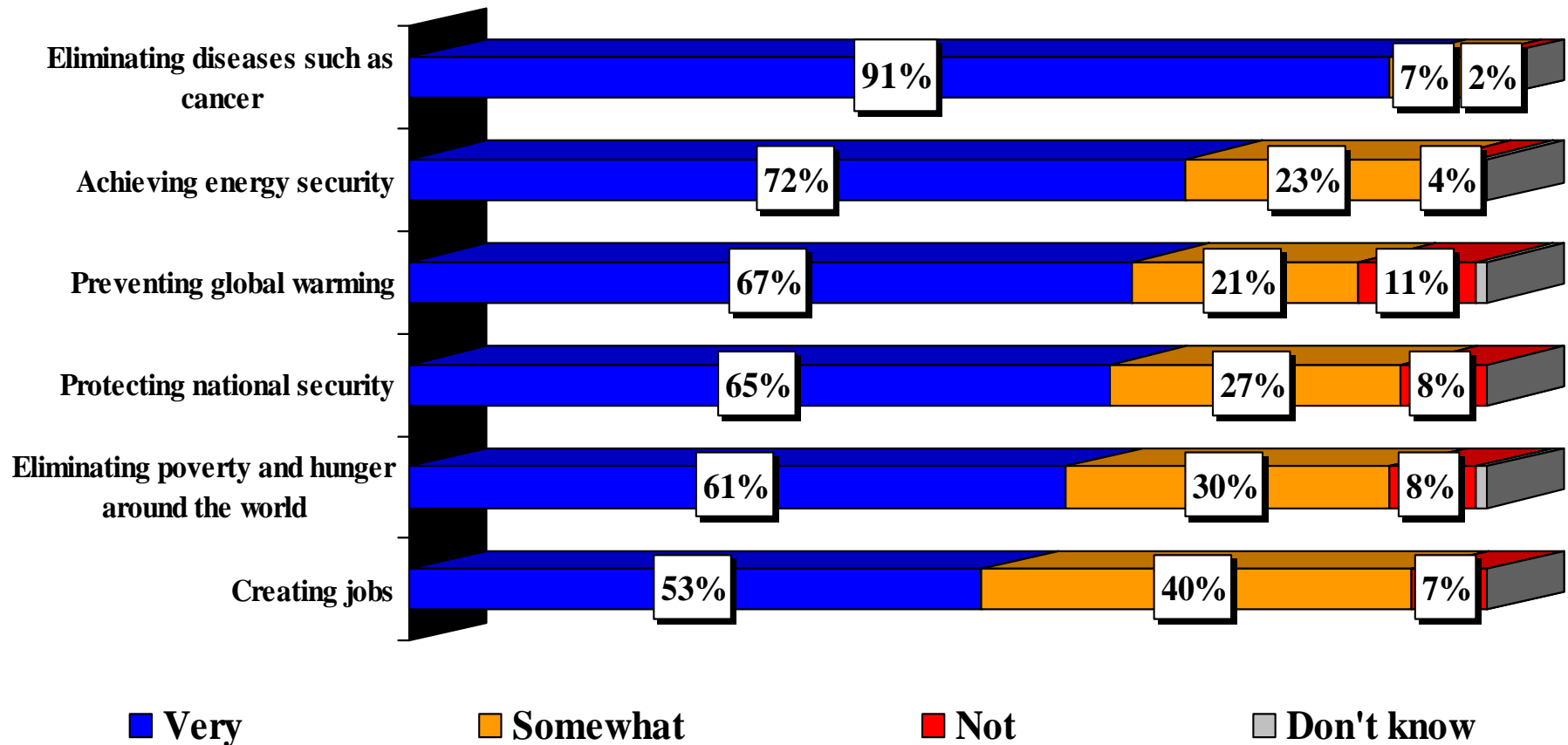


Source: Bridging the Sciences Survey, 2006
Charlton Research Company for Research!America

**Research
Collaborations Affect
Medical Progress**

Research Most Important in Eliminating Disease

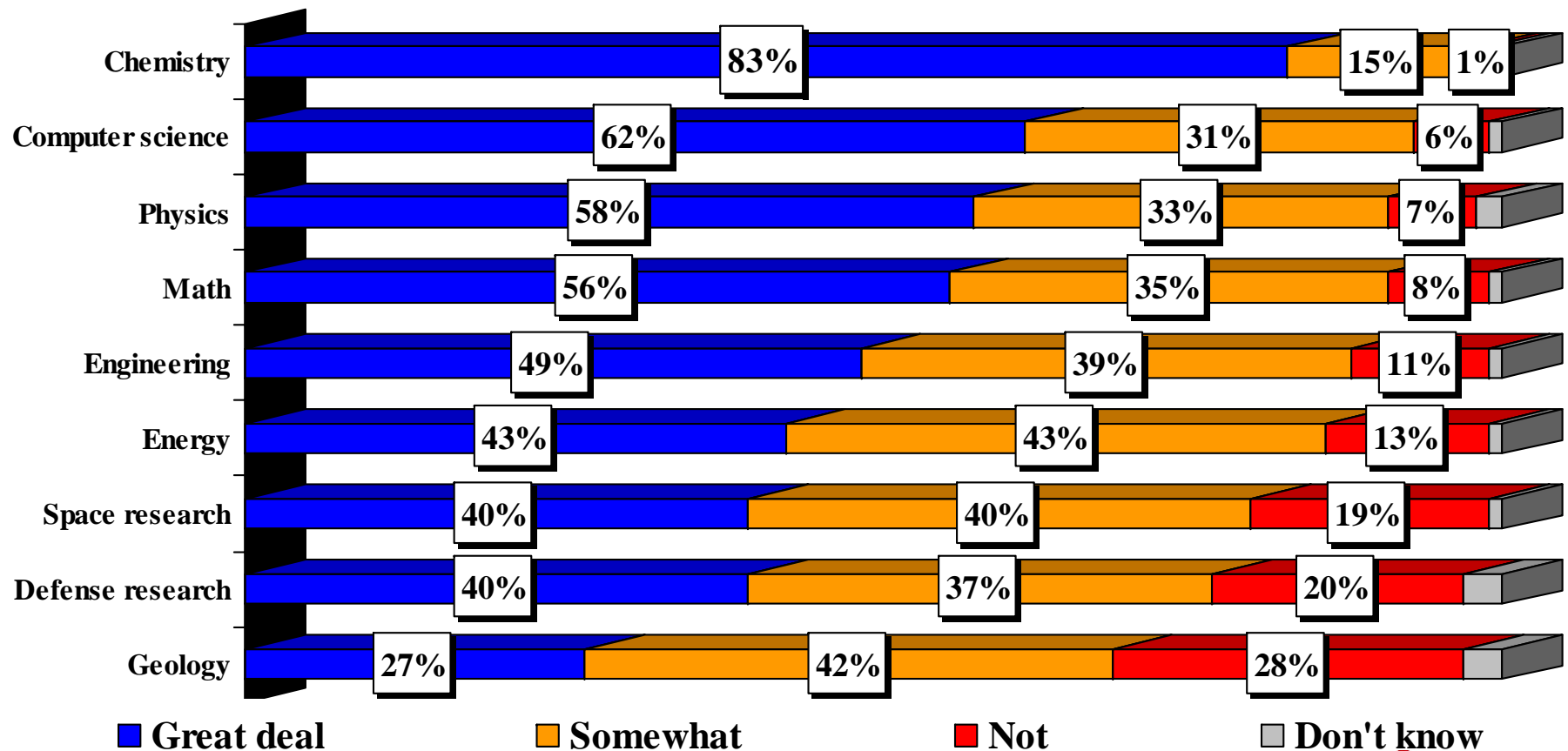
How important do you think scientific research is in addressing each of the following areas?



Source: Bridging the Sciences Survey, 2006
Charlton Research Company for Research!America

Medical Progress Affected by Many Fields of Science

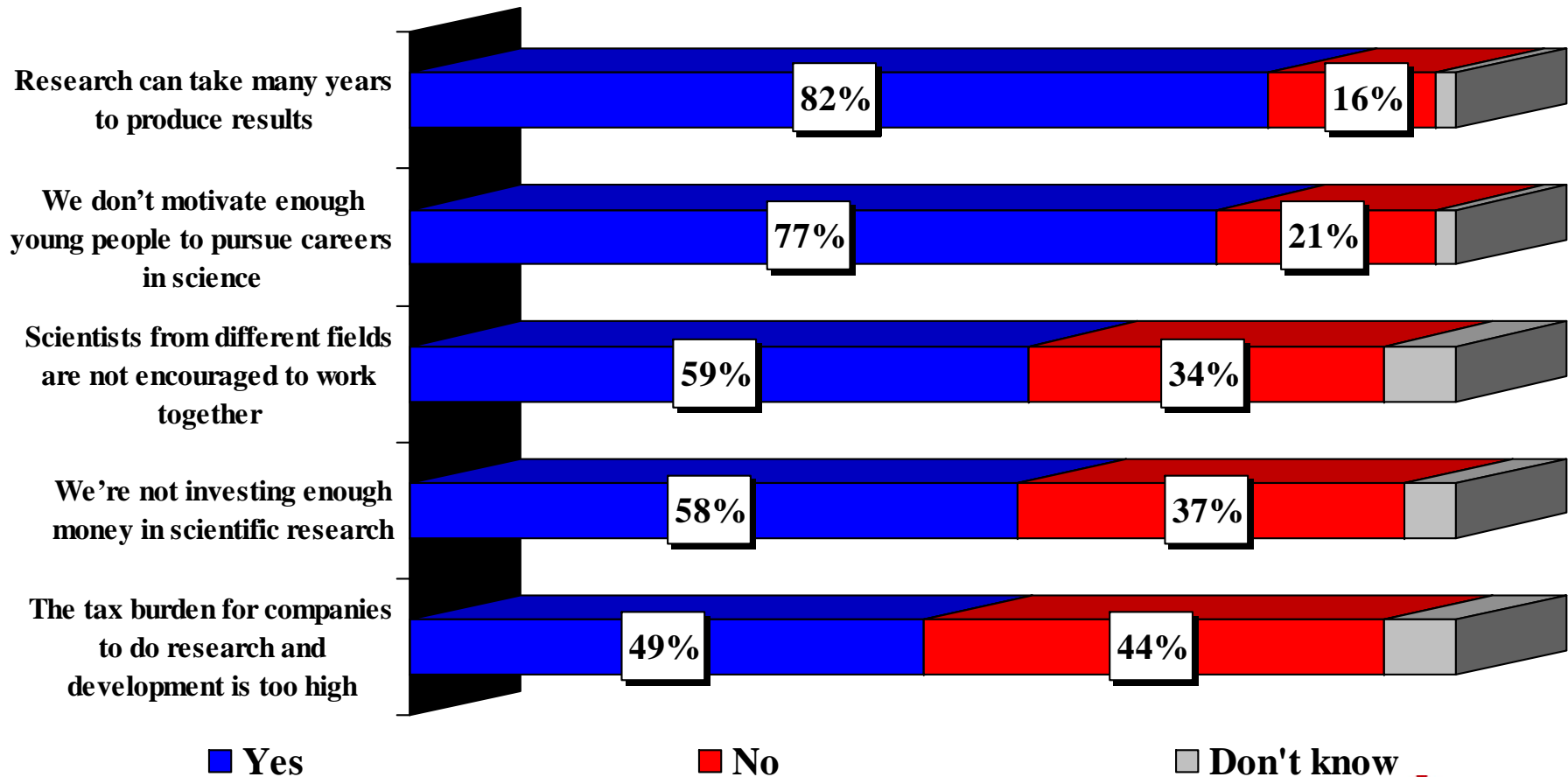
Medical progress is influenced by research in various fields. To what degree do think the following fields affect medical advances?



Source: Bridging the Sciences Survey, 2006
 Charlton Research Company for Research!America

Barriers to Better Health

Some people believe research to improve health should be making more progress. For each of the following, please tell me if you feel this is a reason why we are not making more progress.

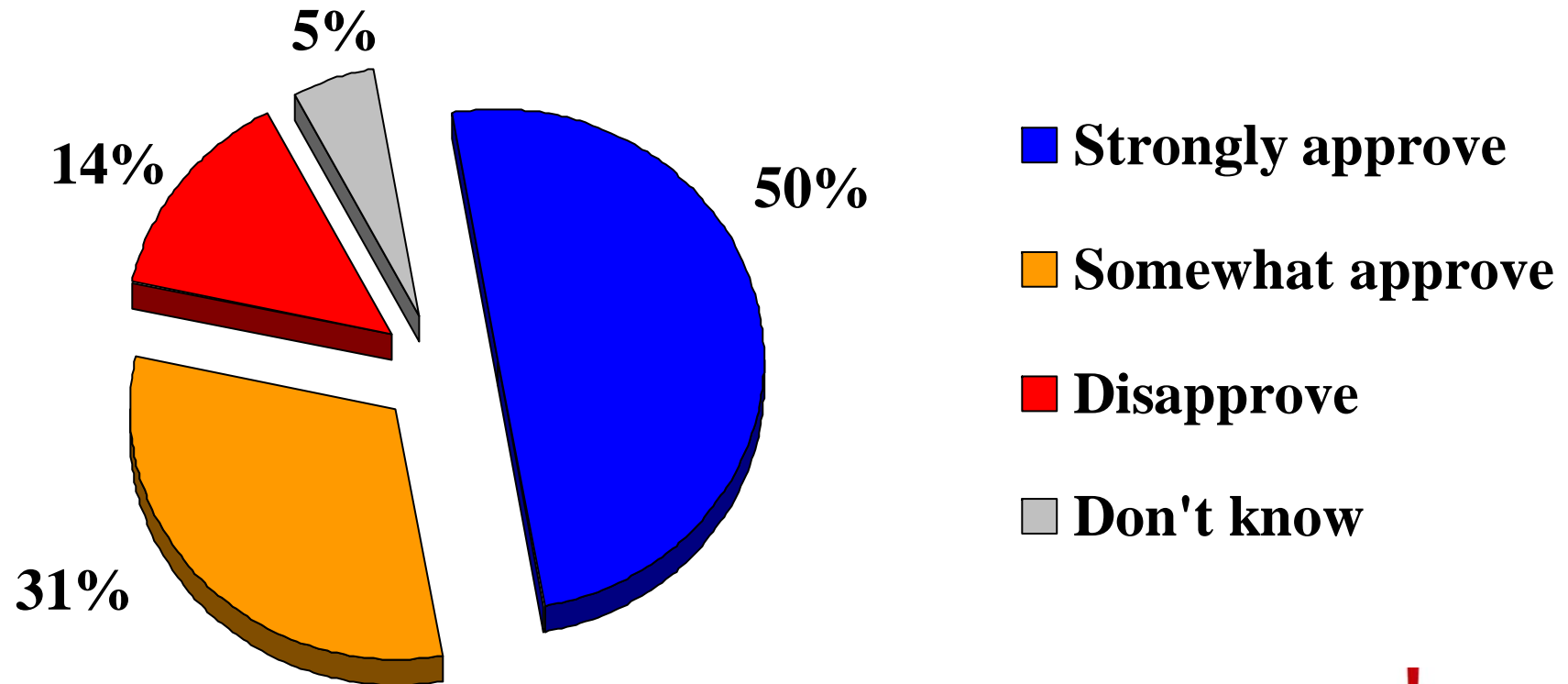


Source: Bridging the Sciences Survey, 2006
Charlton Research Company for Research!America

Investing in Research

States Should Provide Financial Incentives to Attract Research

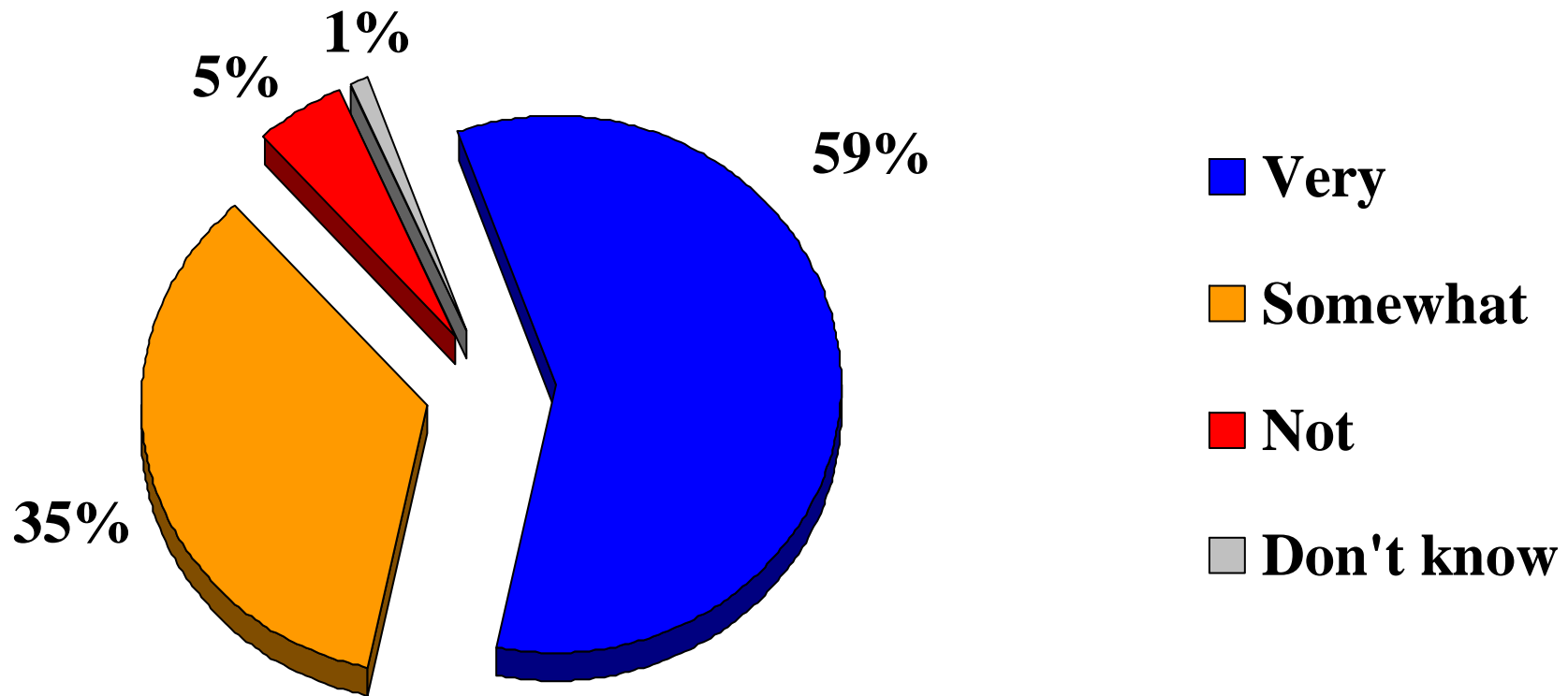
State governments often provide financial incentives, such as tax exemptions, to companies for building new offices and facilities in their state. If your state offered financial incentives to attract new scientific research, such as research labs or companies would you approve or disapprove of these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



Source: Bridging the Sciences Survey, 2006
Charlton Research Company for Research!America

Biopharmaceutical Industries Important to Economy

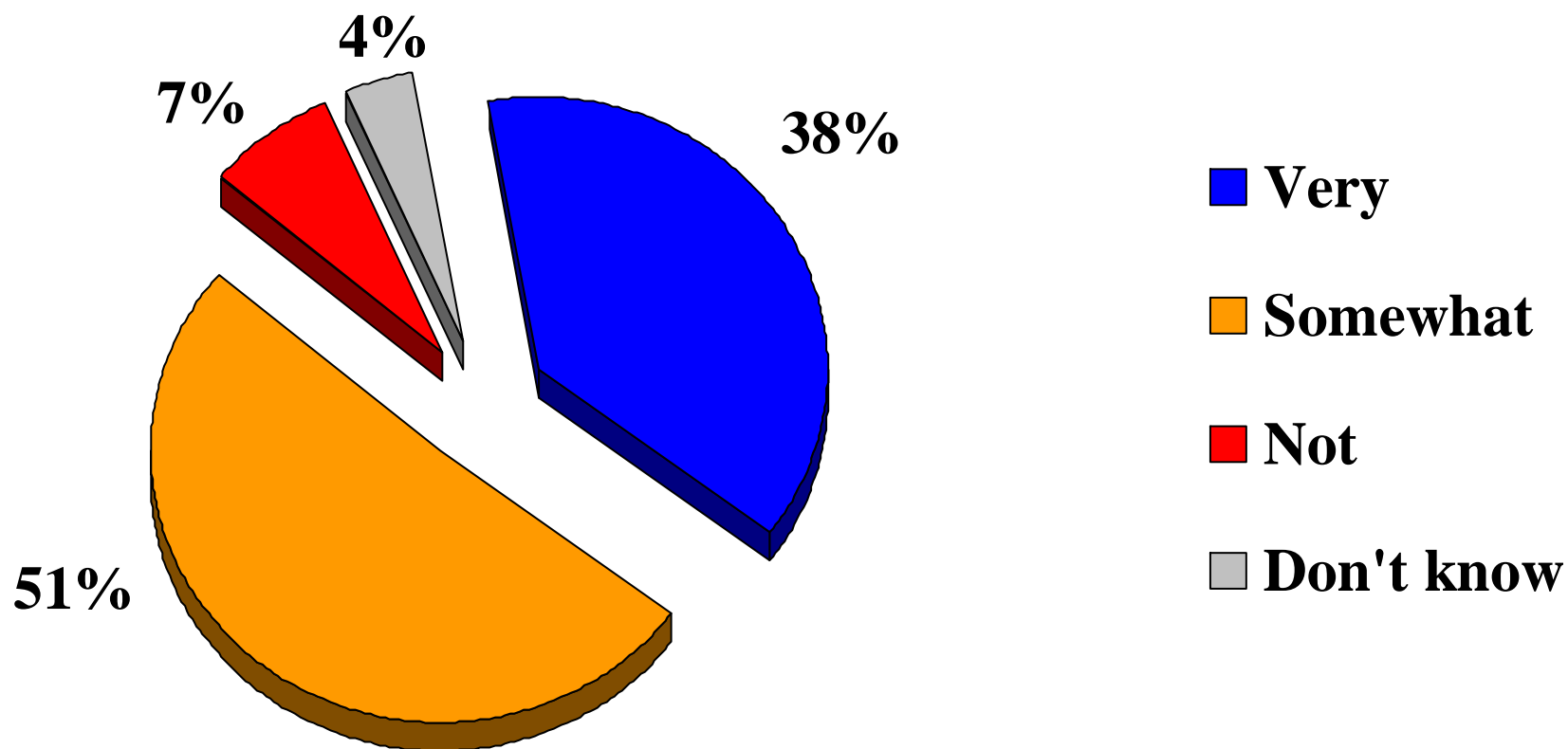
How important do you think the biotech and pharmaceutical industries are to the U.S. economy ?



Source: Bridging the Sciences Survey, 2006
Charlton Research Company for Research!America

Biopharmaceutical Industries Provide Jobs

How important do you think the biotech and pharmaceutical industries are in providing jobs in the U.S.?



Source: Bridging the Sciences Survey, 2006
Charlton Research Company for Research!America