

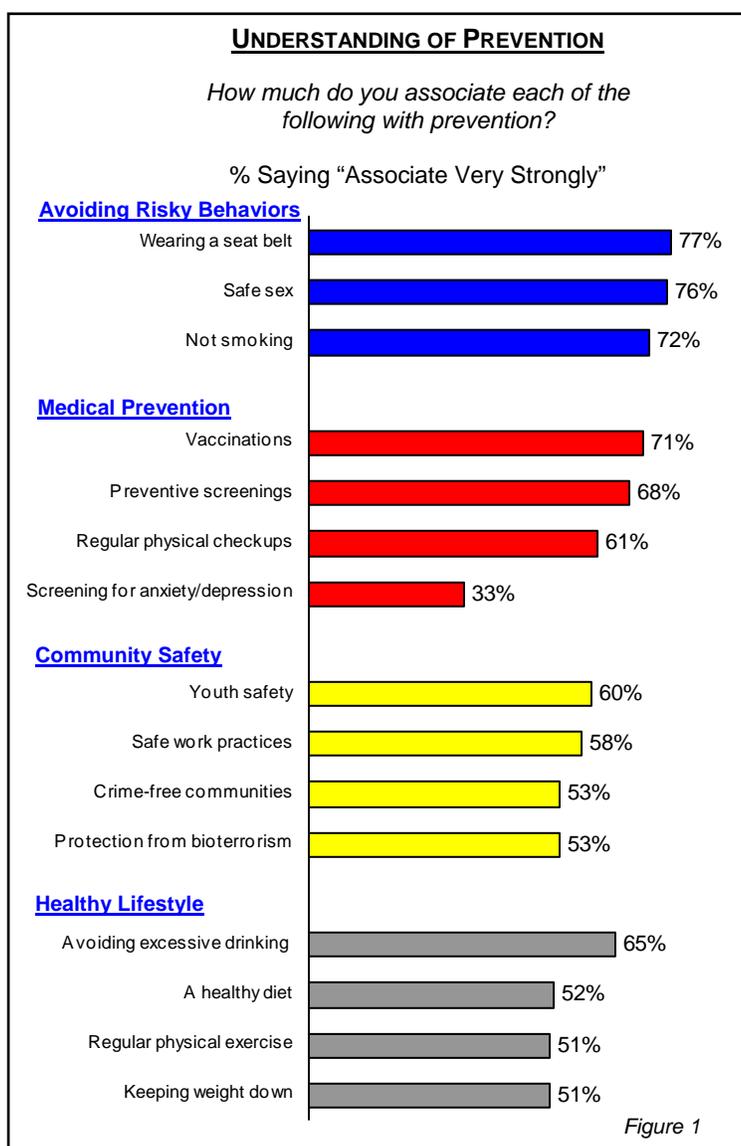
The Florida Public Health Research Survey was commissioned by Research!America as part of a multi-year effort to build greater national support for public health research. The Florida survey was conducted with 801 adults age 18 and older, between August 21, 2003 and September 11, 2003. Three quarters of Florida's residents think that the U.S. spends too little on Public Health research. Nine in ten would favor using state tobacco settlement funds to find cures for and to prevent all diseases. Interviews were conducted in English and Spanish. Support for this survey was provided by a grant from The Robert Wood Johnson Foundation.

PUBLIC UNDERSTANDING OF PREVENTION

Florida residents view some behaviors more strongly associated with prevention than others. About three in four strongly associate *avoiding risky behaviors* with prevention (that is, wearing a seat belt, 77%, having safe sex, 76%, and not smoking, 72%). Majorities also strongly associate prevention with certain types of *preventive medical care* (that is vaccinations for children and adults, 71%, screenings such as mammograms, colon or prostate cancer, 68%, and regular physical checkups, 61%). Most also associate *community safety* (that is youth safety, 60% and safe work practices, 58%), and a *healthy lifestyle* (avoiding excessive drinking, 65%) with prevention.

Aspects more moderately associated with prevention include crime-free communities (53%), protection from bio-terrorism (53%), eating a healthy diet (52%), regular physical exercise (51%), and weight control (51%). Mental health screening (33%) is least associated with prevention (see Figure 1).

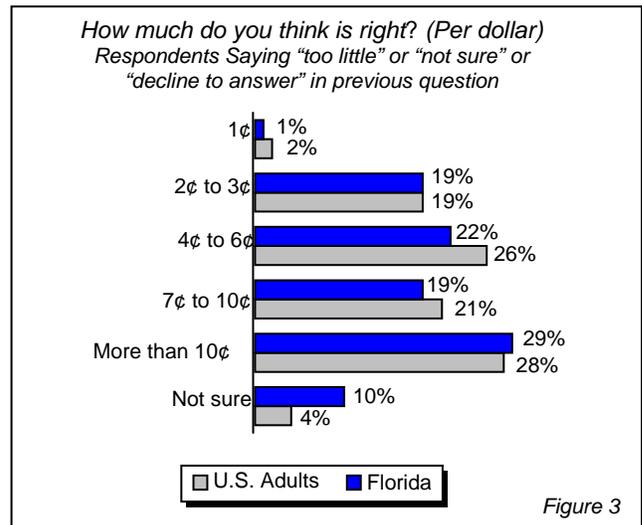
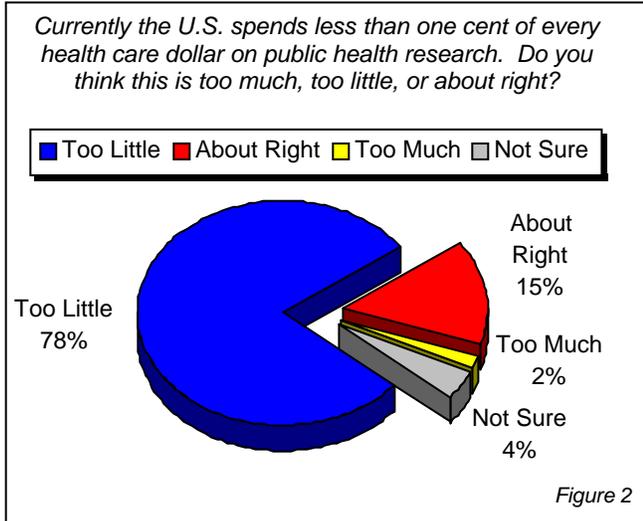
Compared to adults nationwide, Florida residents have a similar understanding of prevention. Floridians are slightly more likely than U.S. adults to associate prevention with wearing a seatbelt (77% vs. 73%) and Florida residents are less likely than U.S. adults to associate a healthy diet (52% vs. 63%) and regular physical exercise (51% vs. 61%) with prevention.



SUPPORT FOR INCREASED FUNDING FOR PUBLIC HEALTH RESEARCH

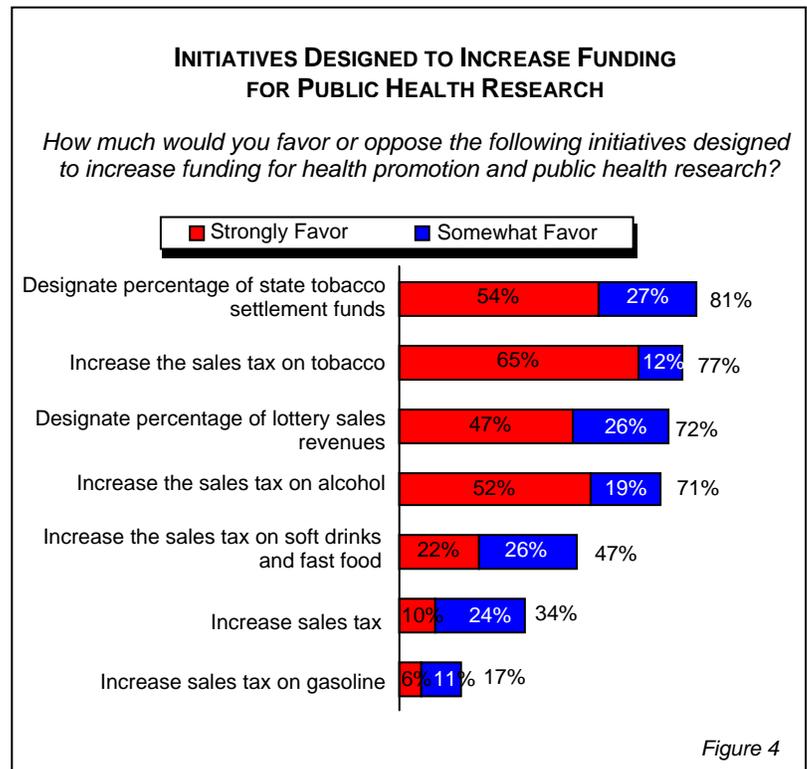
More than three in four Florida residents think U.S. spending on public health research is insufficient (78%, see Figure 2). Of those Floridians who feel that the money spent on public health research is not enough, nine in ten think U.S. spending should be at least two cents or more of every health care dollar. More than one in four believe that it should be more than 10 cents per dollar (29%) (see Figure 3).

U.S. FUNDING FOR PUBLIC HEALTH RESEARCH



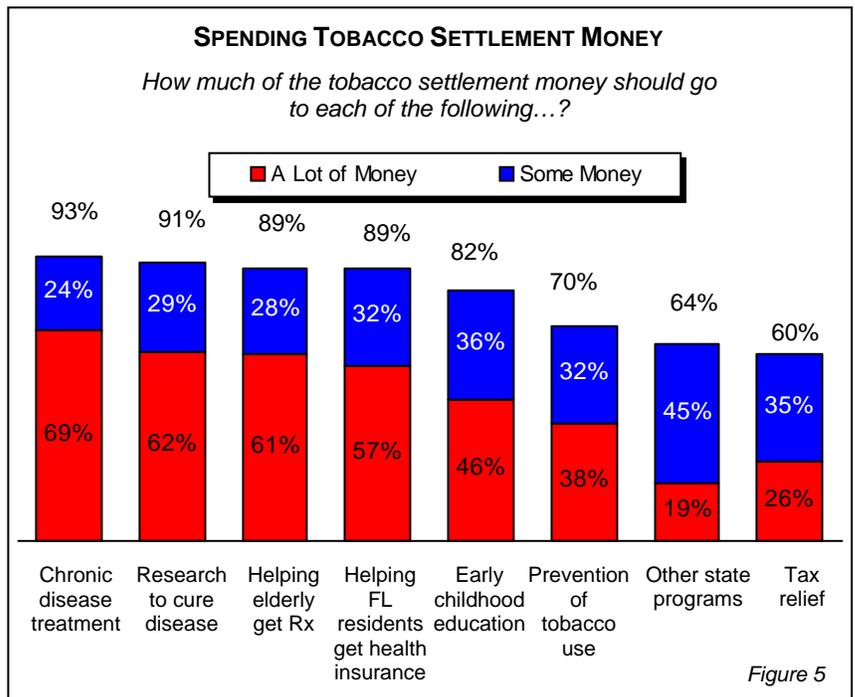
INITIATIVES TO INCREASE FUNDING FOR PUBLIC HEALTH RESEARCH

When presented with a range of initiatives to increase funding for public health research, large majorities of Florida residents are in favor of designating a percentage of state tobacco settlement funds (81%) and increasing the sales tax on tobacco products (77%) as means to increase funding for public health research. Other initiatives to increase funding include designating a percentage of lottery sales revenues (72%) and increasing the sales tax on alcohol (71%). Fewer than half favor increasing the sales tax on soft drinks and fast food (47%). Even fewer Florida residents would favor increasing the sales tax (34%) and increasing sales tax on gasoline (17%) as methods to increase funding for public health research (see Figure 4).



TOBACCO SETTLEMENT MONEY

The majority of Florida residents think that the state tobacco settlement money should be spent on research to treat chronic diseases (93%), research to prevent and cure all disease (91%), programs helping the elderly get prescriptions (89%), and programs to achieve affordable health insurance for all Florida residents (89%). Designating a portion of the settlement funds for early childhood education (82%) and programs to prevent tobacco use (70%) are also favored by a majority of Florida residents. Other state programs and services (such as road maintenance and highways, 64%), and tax relief (60%) are lesser priorities for spending the tobacco settlement money. Most of Florida residents, however, would still favor spending at least some money on these programs (see Figure 5).

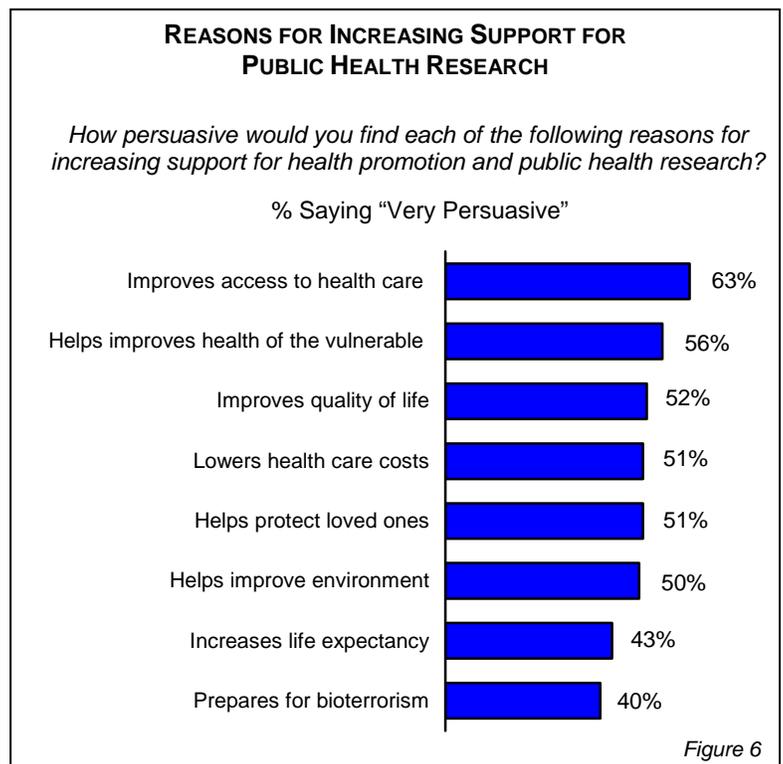


PERSUASIVE MESSAGES FOR INCREASING SUPPORT FOR PUBLIC HEALTH RESEARCH

Majorities of Florida residents feel that messages and arguments to increase support for public health research are very persuasive when they emphasize that the research will improve access to health care services (63%), and improve the health of vulnerable populations such as children and the elderly (56%). Improved quality of life (52%), lower health care costs (51%), and help protect loved ones (51%) are also very persuasive.

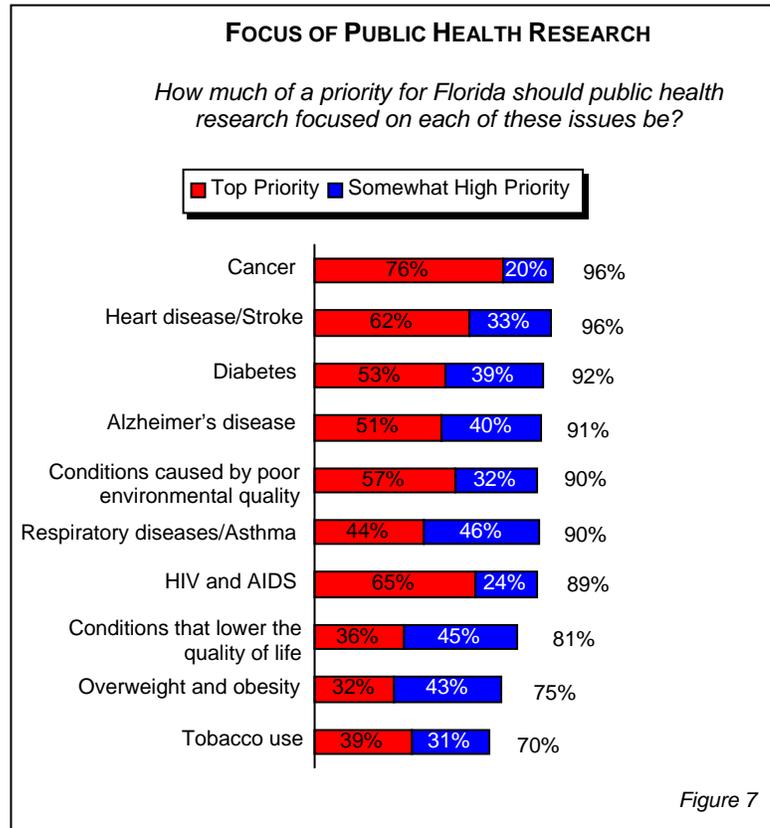
Improving the environment (50%) is also likely to resonate with many Florida residents. Somewhat fewer Florida residents are very persuaded by messages that focus on increasing life expectancy (43%). Surprisingly, in light of the war with Iraq and recent terror attacks, residents are least likely to be swayed by arguments about preparing the community to respond to bio-terrorism (40%) (see Figure 6).

Compared to adults nationwide, Florida residents are less likely to find messages about lower healthcare costs (51% vs. 57%) to be very persuasive for increasing support of public health research. However, Florida residents are more likely than adults nationwide to find a message about increased life expectancy (43% vs. 35%) as a very persuasive reason to increase support for prevention research and public health initiatives.



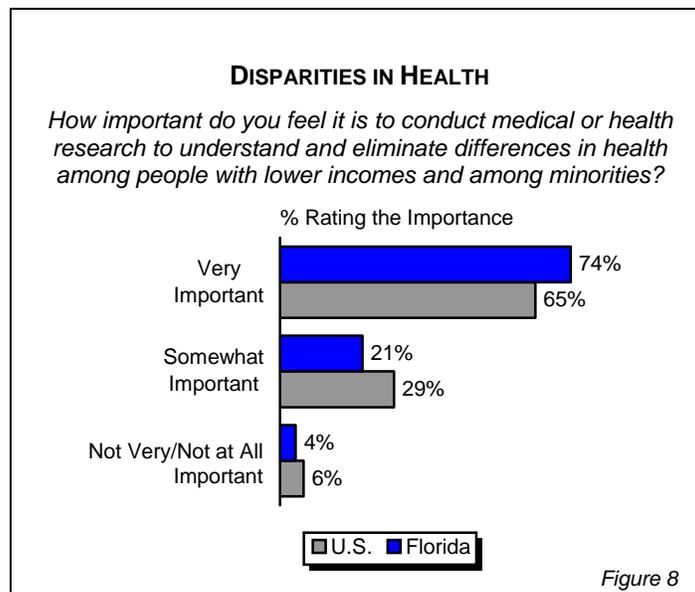
FOCUS OF PUBLIC HEALTH RESEARCH

Virtually all Florida adults believe that public health research should be focused on cancer (96%), with more than three in four (76%) saying it should be a top priority. Almost all Floridians also believe public health research should be focused on heart disease and stroke (96%). Nine in ten Florida residents believe that public health research should be focused on diabetes (92%), Alzheimer’s disease (91%), conditions caused by poor environmental quality (such as air and water pollution, 90%), respiratory diseases (90%), and HIV & AIDS (89%). Fewer Florida residents believe that conditions that lower the quality of life (81%) and overweight and obesity (75%) should be the focus of public health research. Seven in ten believe that tobacco use should be the focus of public health research in their state. Compared to adults nationwide Floridians are less likely to consider research on being overweight and obesity a priority (75% vs. 79%) (see Figure 7).



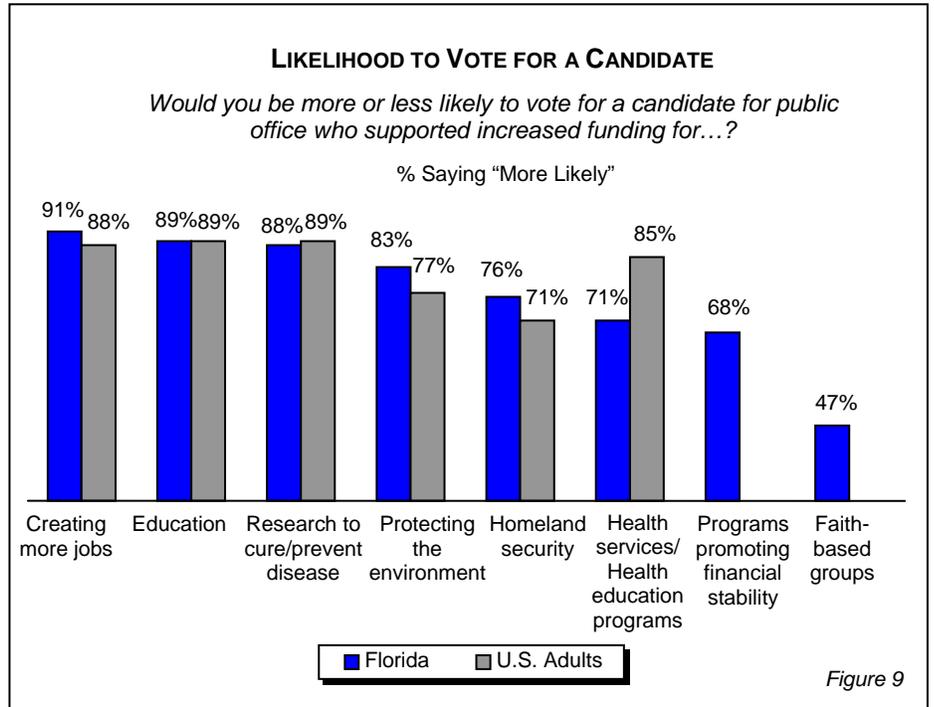
DISPARITIES IN HEALTH

Florida residents believe in the importance of medical and health research to eliminate disparities in health. Nearly all Florida residents (95%) believe that it is very or somewhat important to conduct medical or health research to understand and eliminate differences in disease and mortality among people with lower incomes and among minorities. Nearly three in four (74%) believe that it is very important. Floridians are more likely than adults nationwide to believe that it is very important to conduct medical or health research to understand and eliminate disparities in health (see Figure 8).



VOTING IN SUPPORT OF PUBLIC HEALTH RESEARCH

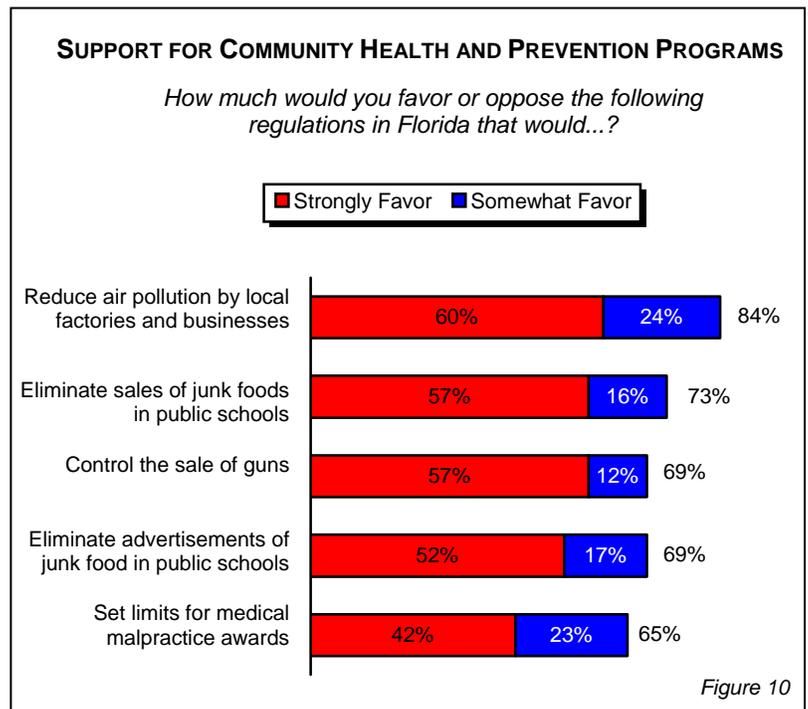
Large majorities of Florida residents say they are more likely to vote for elected officials who support increased funding for the creation of jobs (91%), education (89%), and research to find cures and prevent disease (88%). Other policy priorities likely to influence voting decisions of majorities of Florida residents include protecting the environment (83%), homeland security (76%), health services and health education programs (71%), and programs promoting financial stability (68%). However, about half (47%) would be more likely to vote for a candidate supporting increased funding for faith-based organizations.



Compared to U.S. adults as a whole, Floridians are more likely to vote for candidates who advocate creation of more jobs (91% vs. 88%), environmental protection (83% vs. 77%), and homeland security (76% vs. 71%). However, Florida residents are less likely than adults nationwide to support candidates promoting health services and health education programs (71% vs. 85%) (see Figure 9).

SUPPORT FOR COMMUNITY PROGRAMS

Florida shows broad support for a range of community health and prevention programs that focus on health and healthy communities. When presented with a range of state initiatives for community programs, majorities of Florida residents strongly favor programs that reduce air pollution by local factories (60%), that eliminate sales of junk foods in public schools (57%), that control gun sales (57%), and that eliminate advertising of junk foods on public school property (52%). Fewer Floridians strongly support limits for malpractice awards (42%). However, at least two thirds of Florida residents somewhat support all of these regulations (see Figure 10).



METHODOLOGY

The Florida Public Health Research Survey was commissioned by Research!America and is the 13th in a series of state surveys conducted for the Prevention Research Initiative, a multi-year effort to build greater national support for public health research. The Florida survey was conducted with 801 adults aged 18 and older, between August 21, 2003 and September 11, 2003. Interviews were conducted in English and Spanish. Support for this survey was provided by a grant from The Robert Wood Johnson Foundation.

Telephone Sample

Harris Interactive conducted a 15-minute telephone survey with a representative sample of 801 adults aged 18 years and older. The survey was conducted by the Harris Interactive telephone center between August 21, 2003 and September 11, 2003. The study relied upon a stratified sampling process to produce representative samples of persons in telephone households in Florida. Households were selected through computerized random digit dialing (RDD) generated by Survey Sampling, Inc. assuring that the number of households assigned to each exchange in the “community” was based on the proportion of households in that exchange. Harris Interactive sample makes use of random-digit selection procedures to assure sample representation of persons in households with telephone numbers “listed” in telephone directories, as well as persons in households with telephone numbers that are “unlisted”¹. The sample design also ensured proper representation of households in different geographic regions of the state and in cities, suburbs and rural areas.

Weighting the Data

The survey data were weighted by age, sex, race/ethnicity, education, income, Metropolitan Statistical Area (MSA), household size and the number of telephone lines in the household to reflect the demographic composition of the Florida population using the *March 2002 Current Population Survey* from the U.S. Census Bureau.

Reliability of Survey Percentages

In theory, with a probability sample of this size, one can say with 95 percent certainty that the results have a statistical precision of plus or minus 4 percentage points of what they would be if the entire adult population of Florida had been polled with complete accuracy. Due to rounding percentages may not always add to shown net values.

National Benchmarks

National benchmark data were collected as part of the Harris Poll with 1,034 adults aged 18 years and older, in August 2003.

For more information on this or other surveys commissioned by Research!America:
www.researchamerica.org
1-800-366-CURE
info@researchamerica.org

¹ Some households are “unlisted” as the result of a request for an unlisted phone number by the telephone subscriber. Other households are “unlisted” in the published directory because the telephone number was assigned after the publication date of the directory. Samples that are restricted to directory listed numbers only may contain serious sample biases because of the exclusion of various types of unlisted households.