



# Floridians Speak Out on Research & Science Journalism

September 2011

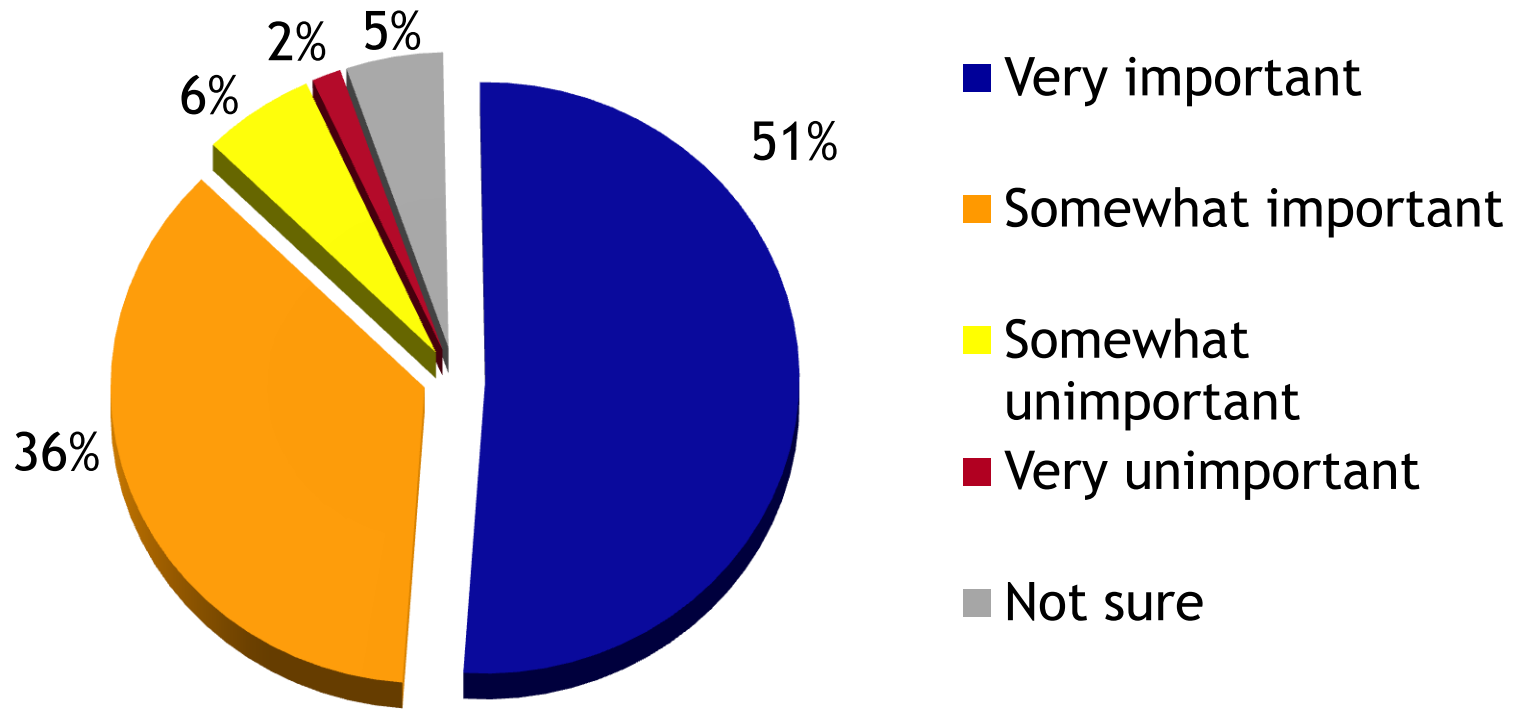
Results of a New Public Opinion Poll

# Florida Public Opinion Poll

The **Florida Public Opinion Poll** was conducted online in September 2011 by JZ Analytics for Research!America. The poll has a sample size of 800 adult residents of Florida with a theoretical sampling error of +/- 3.5%.

# Very Important for Florida to Be a Leader in Research

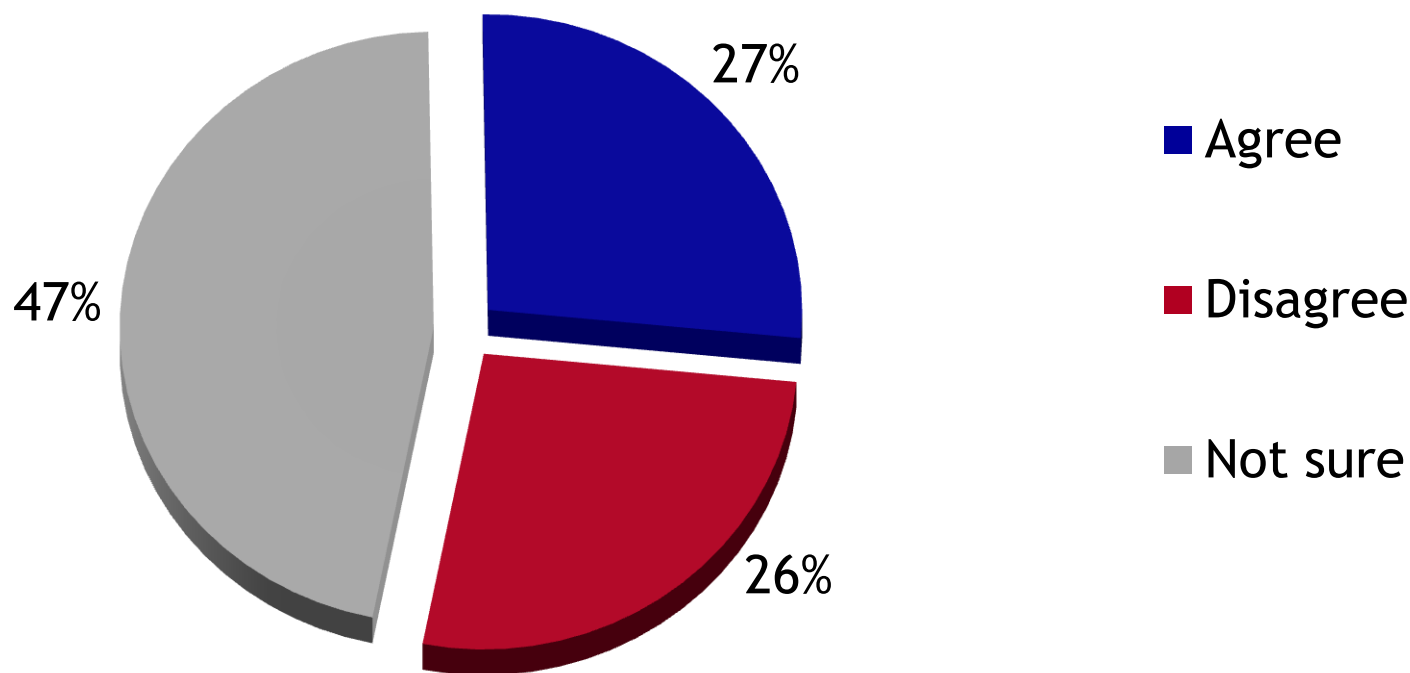
How important is it for Florida to be a leader in science and medical research?



Source: Florida Public Opinion Poll, September 2011  
JZ Analytics for Research!America

# Many Unsure Whether Florida is a Research Leader

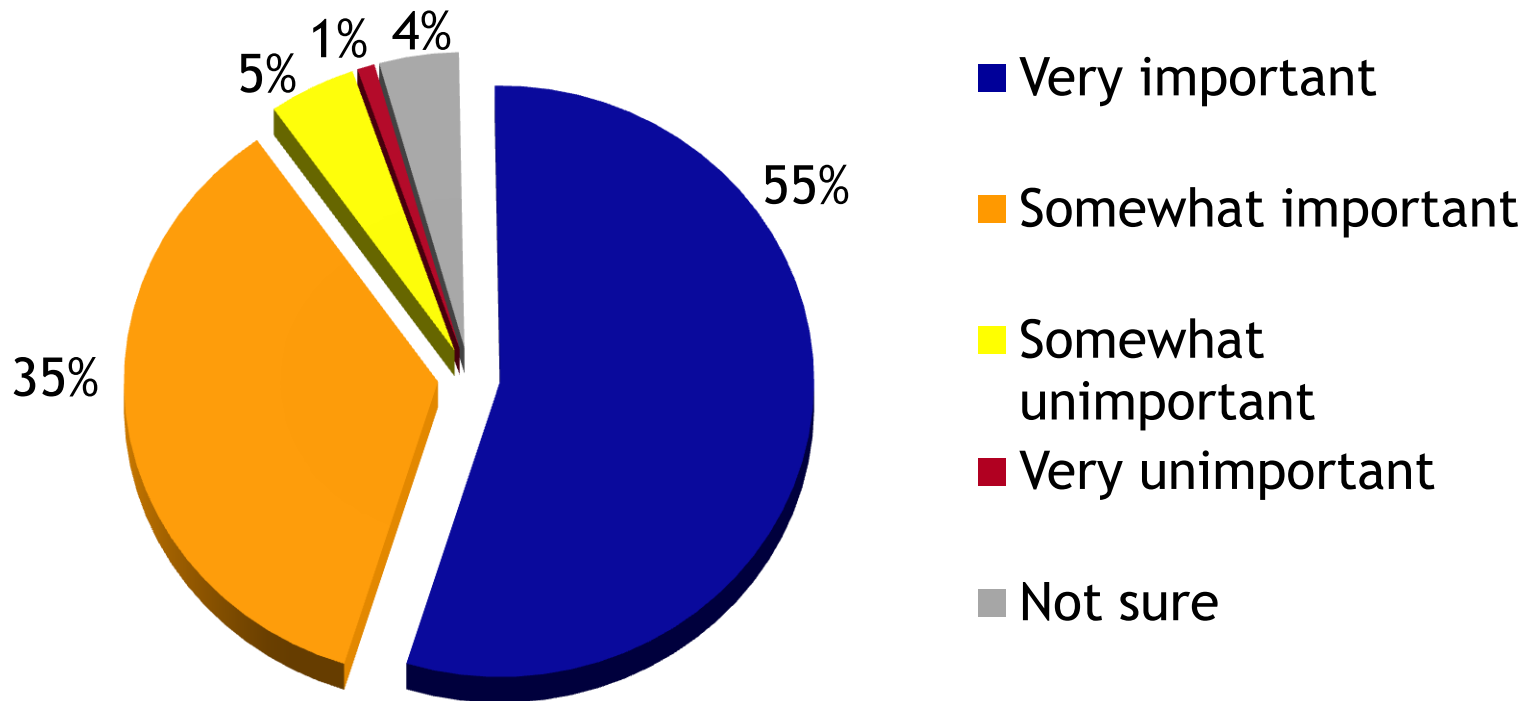
Do you agree or disagree that Florida is now a leader in science and medical research?



Source: Florida Public Opinion Poll, September 2011  
JZ Analytics for Research!America

# Very Important for Florida to Be a Leader in Public Health

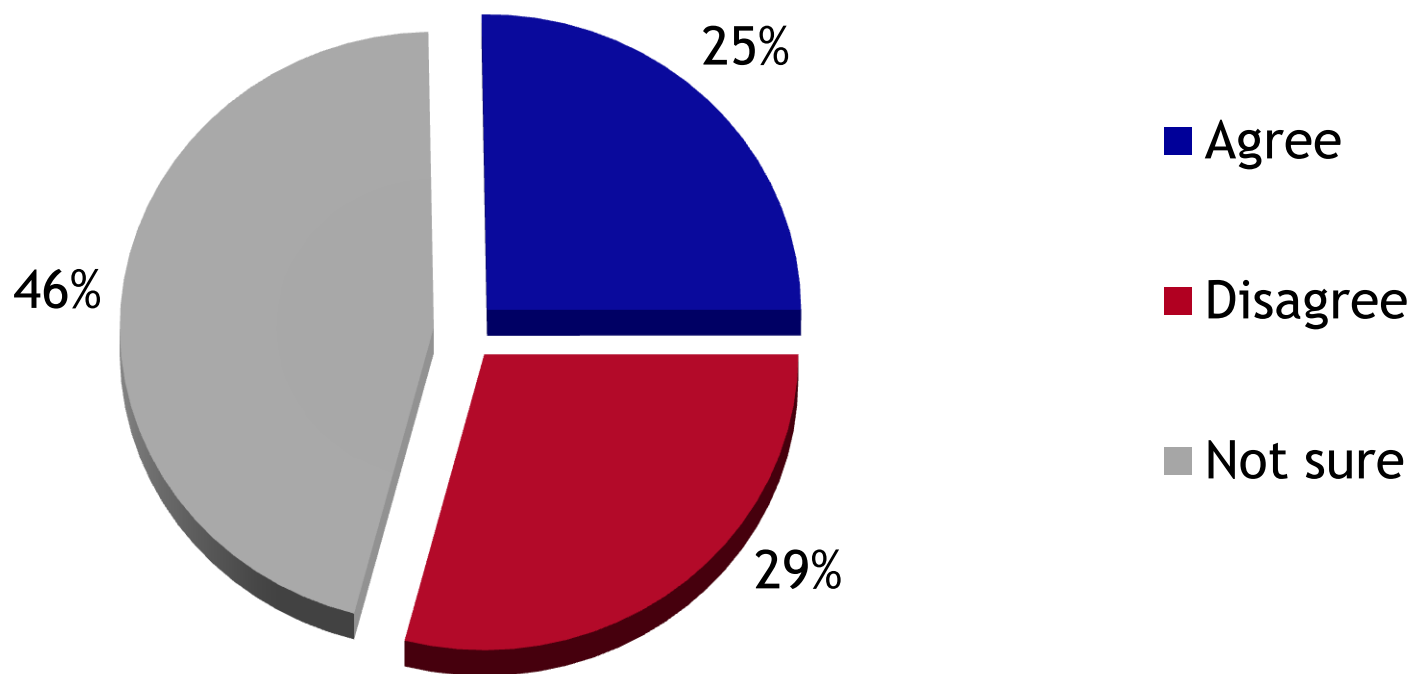
How important is it for Florida to be a leader in public health, prevention and wellness research?



Source: Florida Public Opinion Poll, September 2011  
JZ Analytics for Research!America

# Many Unsure Whether Florida is a Public Health Leader

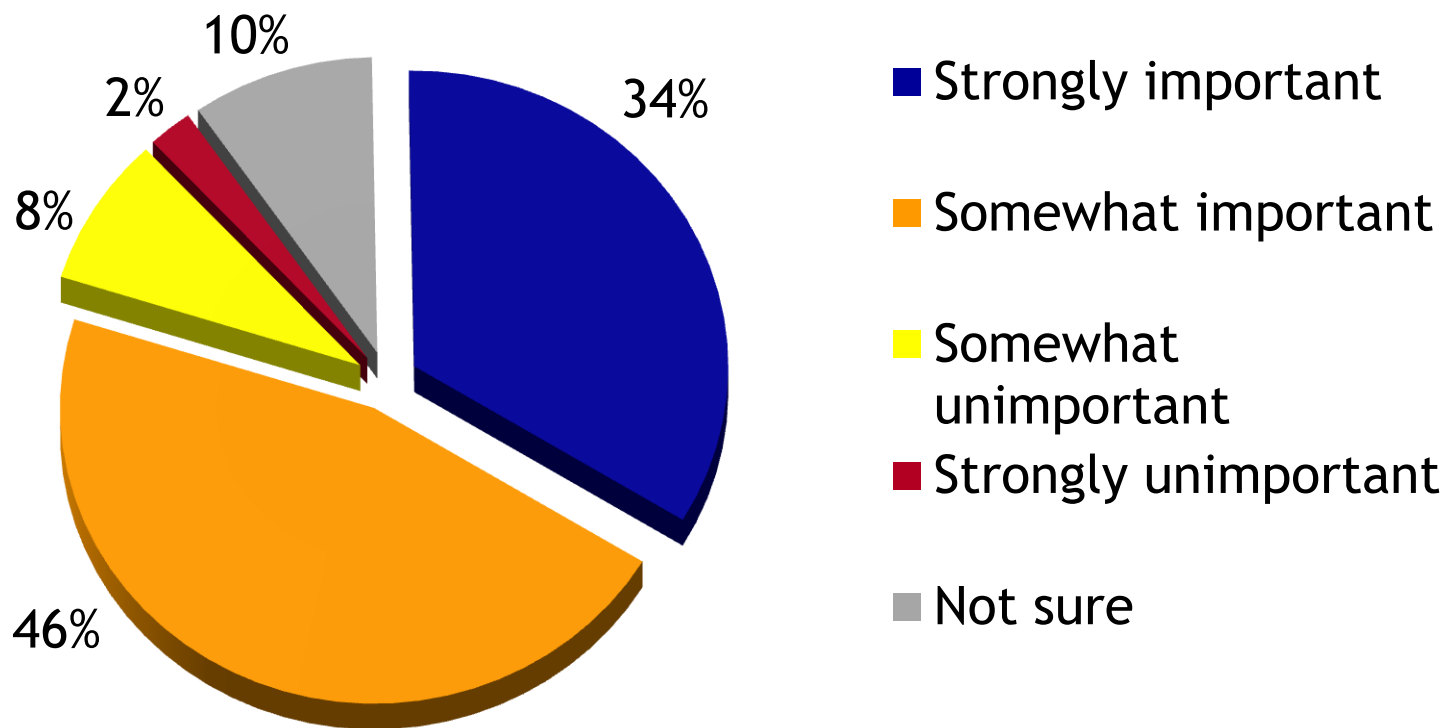
Do you agree or disagree that Florida is now a leader in public health, prevention and wellness research?



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# Research Spending Important to Florida's Economy

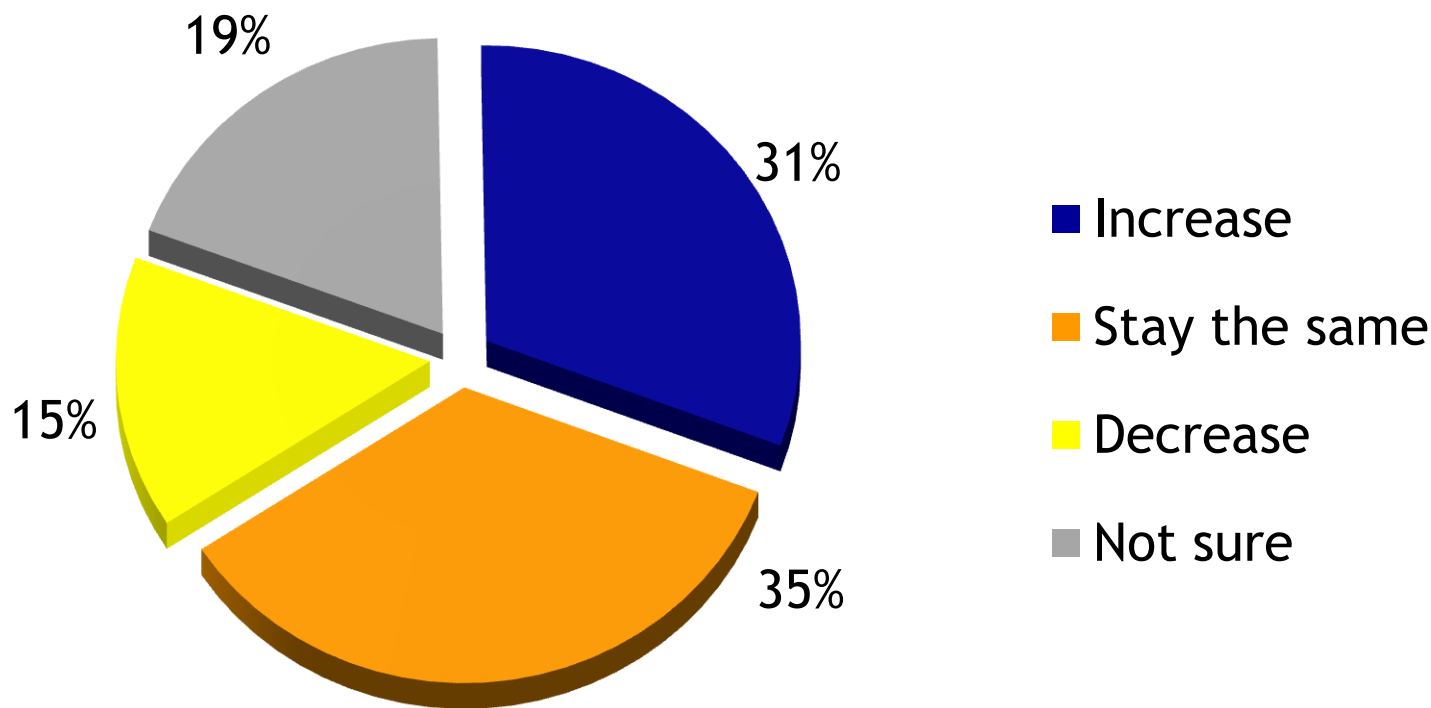
In terms of jobs and incomes, how important do you think spending money on scientific research is to Florida's economy?



Source: Florida Public Opinion Poll, September 2011  
JZ Analytics for Research!America

# Florida Residents Split on Whether Science, Research Jobs Will Grow

Do you think the prospects for job creation in Florida, for jobs in science and medical research, are likely to increase, decrease or stay the same?

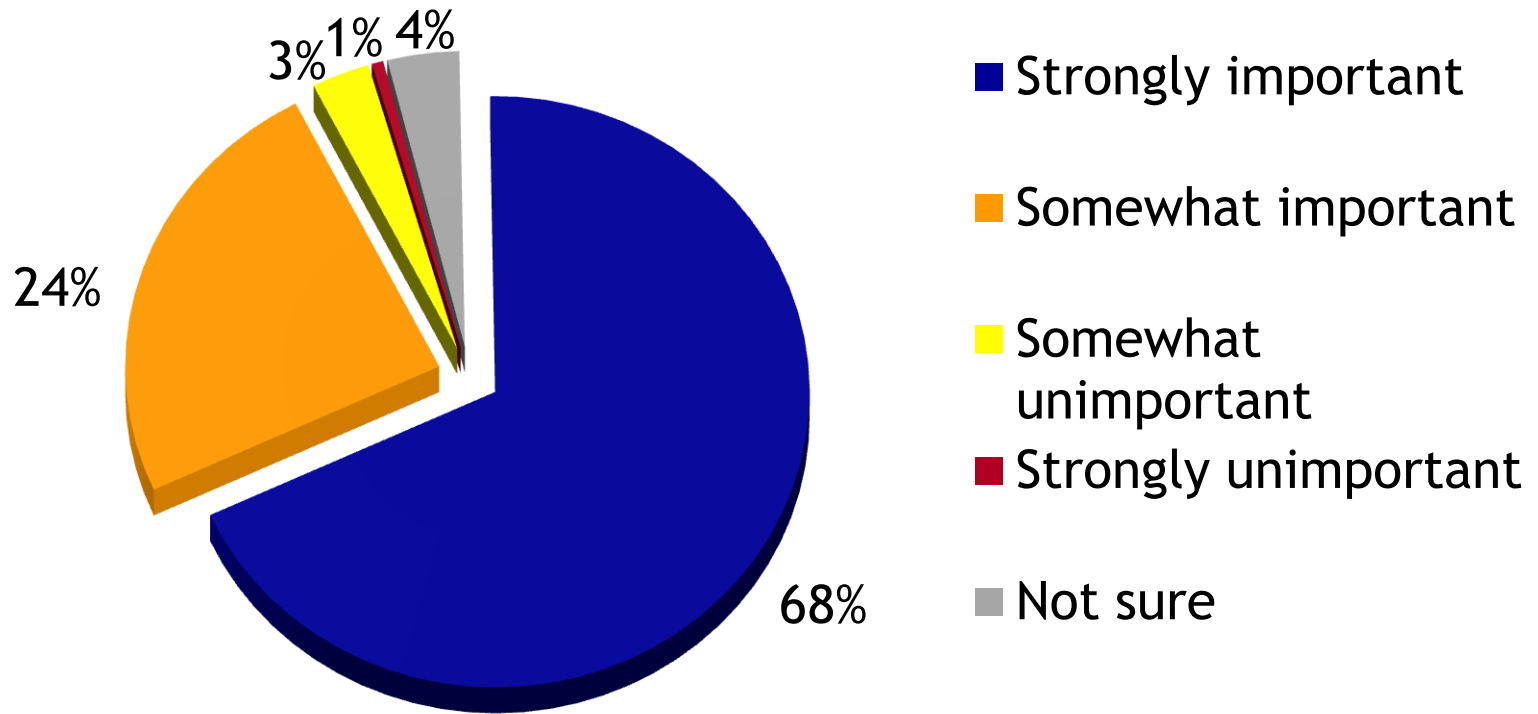


Source: Florida Public Opinion Poll, September 2011  
JZ Analytics for Research!America



# STEM Education Very Important to U.S. Competitiveness, Prosperity

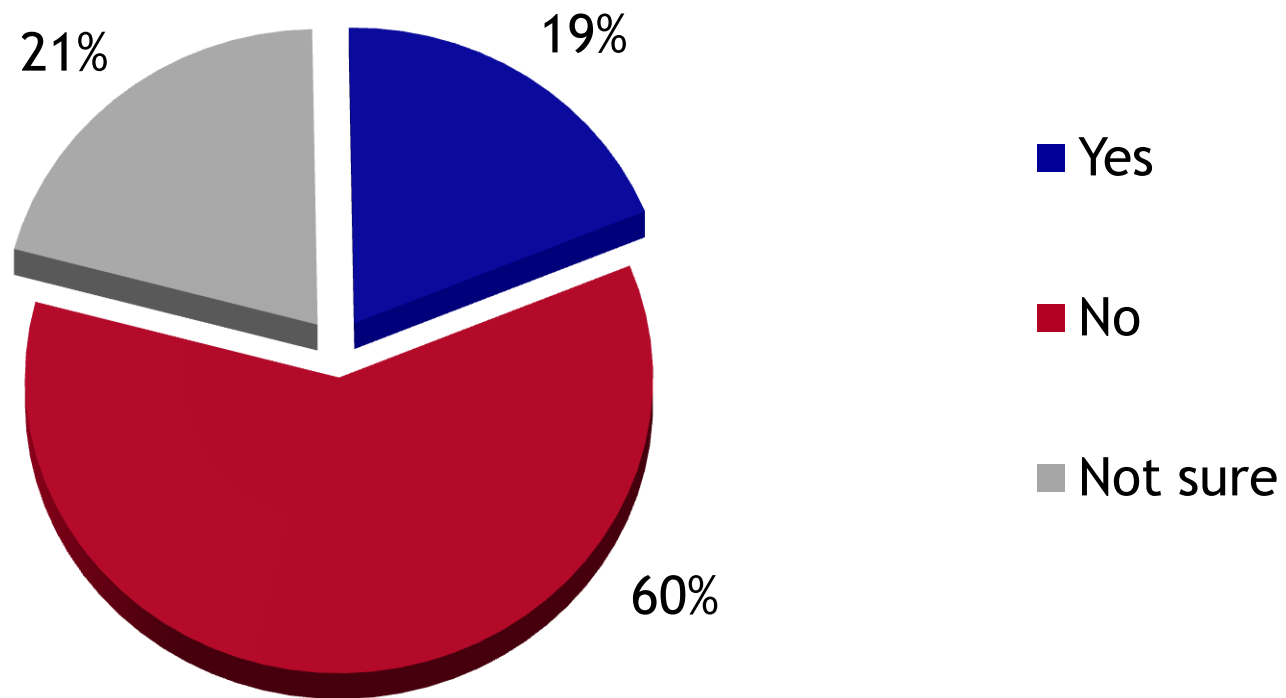
How important do you think education and training in science, technology, engineering and mathematics is to U.S. competitiveness and our future economic prosperity?



Source: Florida Public Opinion Poll, September 2011  
JZ Analytics for Research!America

# Few Aware of Florida Programs that Encourage Science Careers

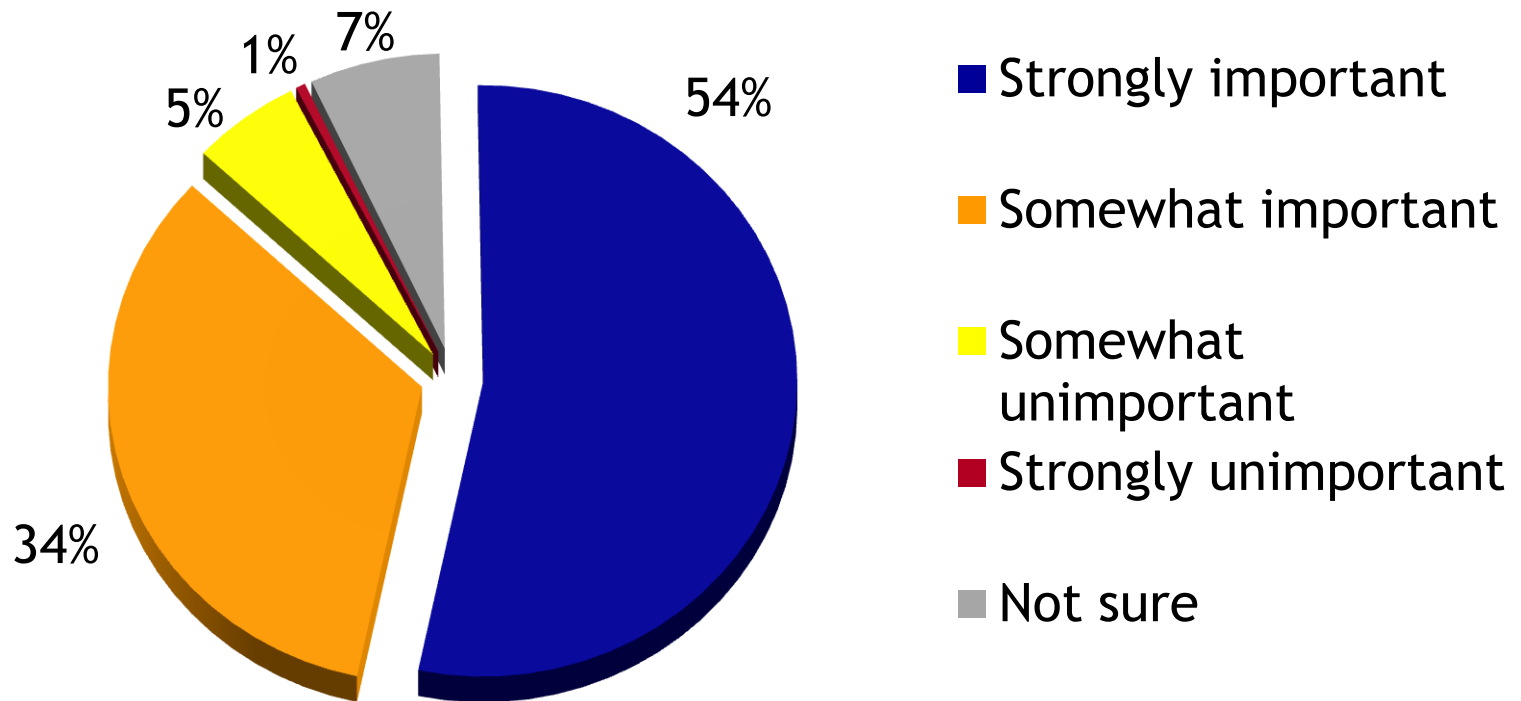
Are you aware of any programs in Florida that encourage young people to pursue careers that require a solid education in science?



Source: Florida Public Opinion Poll, September 2011  
JZ Analytics for Research!America

# Florida Should Create More Opportunities in Science

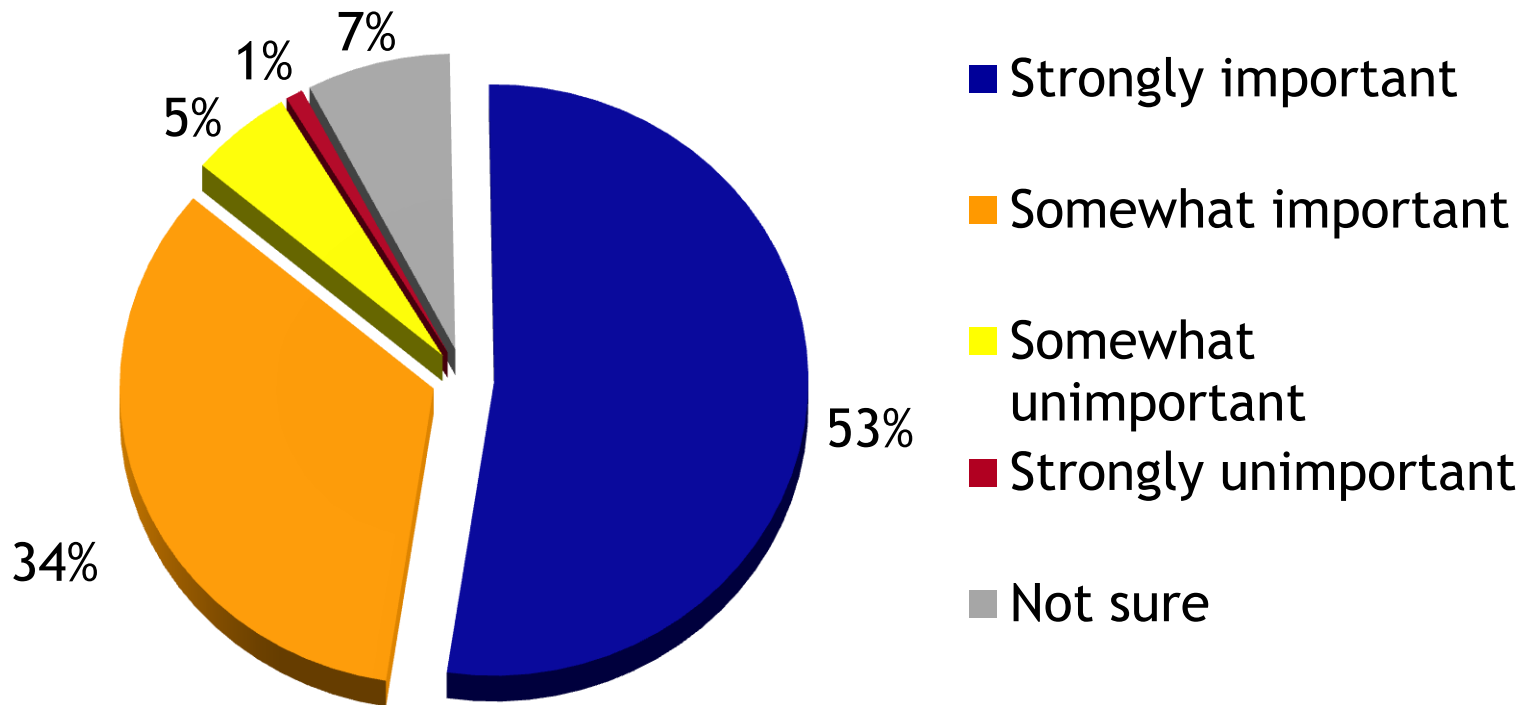
How important is it for Florida to create more opportunities for careers in science and research for its young people?



Source: Florida Public Opinion Poll, September 2011  
JZ Analytics for Research!America

# Florida Should Encourage Young People to Pursue Science Careers

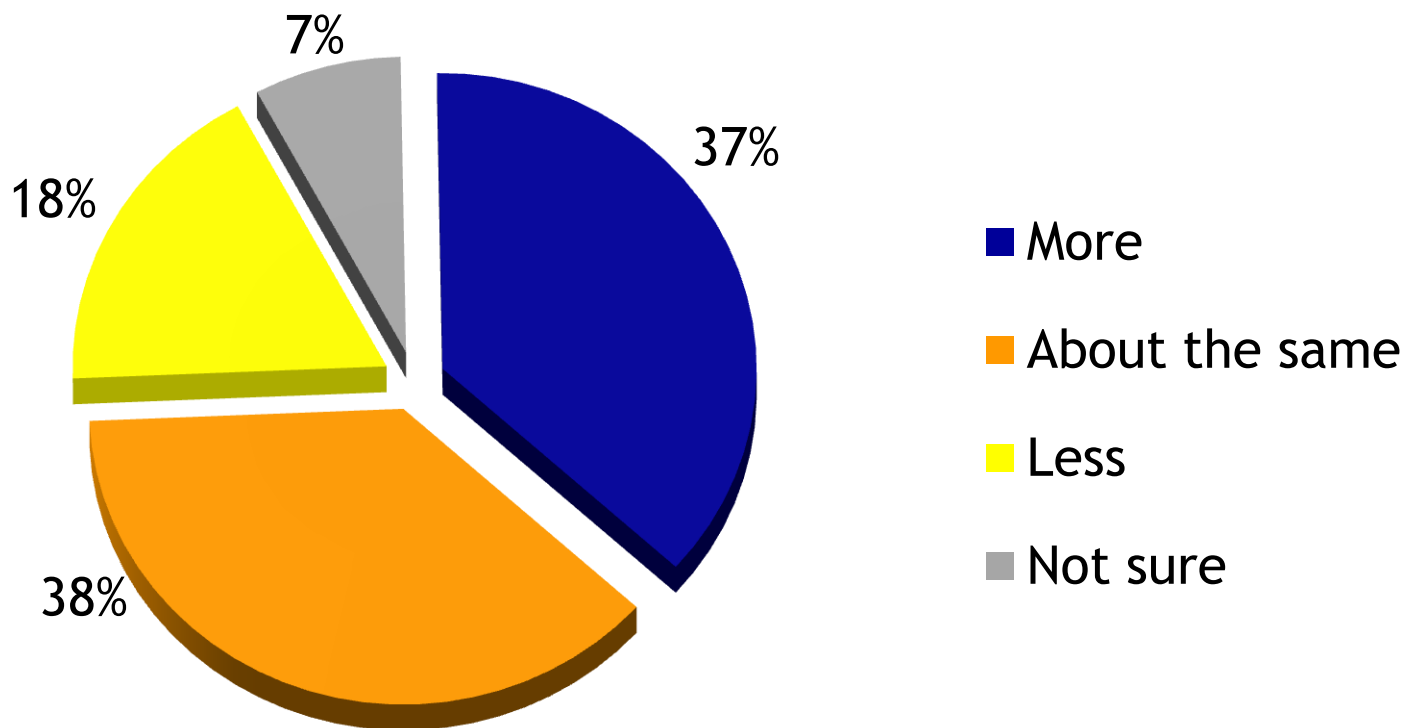
How much of a priority do you think it is for Florida to encourage young people to pursue careers that require a solid education in science?



Source: Florida Public Opinion Poll, September 2011  
JZ Analytics for Research!America

# Opinions Split on Whether Research News is Prominent

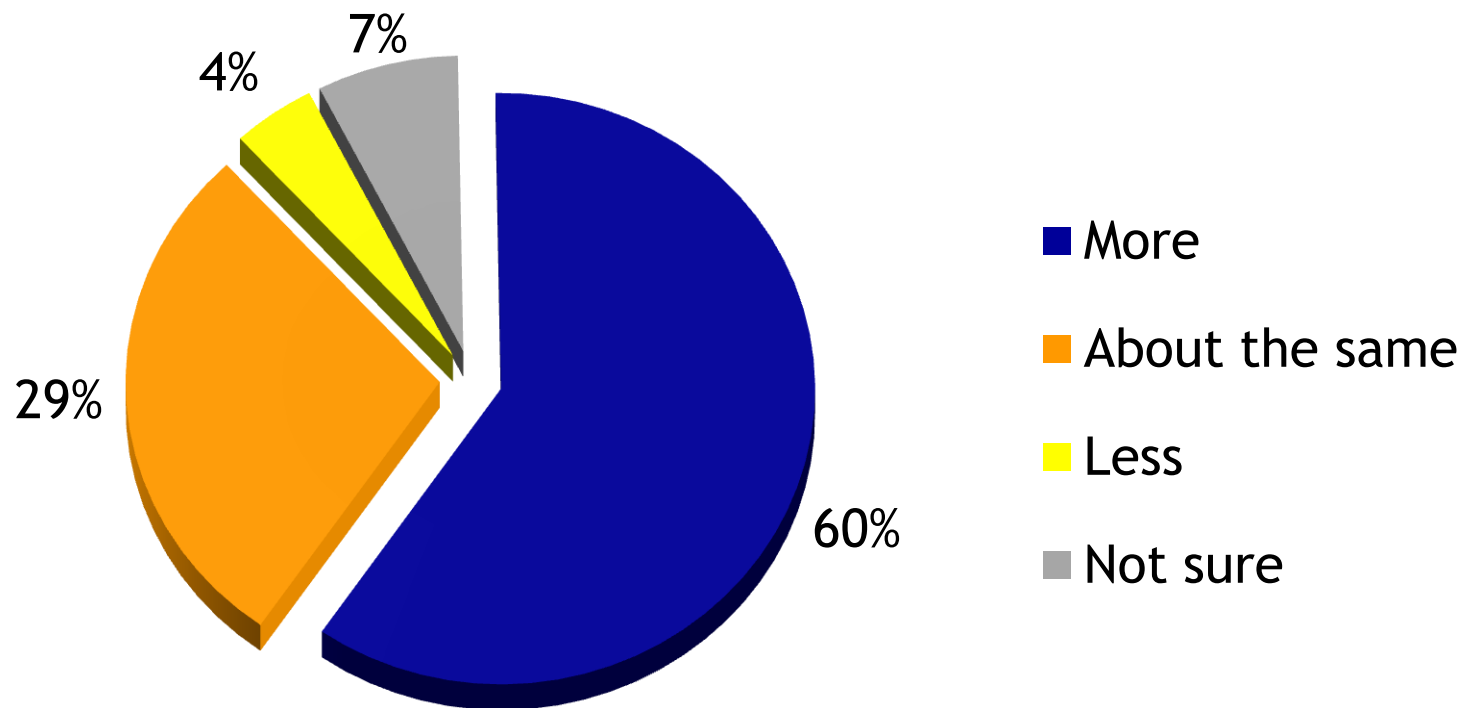
Compared to five years ago, would you say you hear or read more, less or about the same amount about research in the news?



Source: Florida Public Opinion Poll, September 2011  
JZ Analytics for Research!America

# Florida Residents Want More Coverage of Research

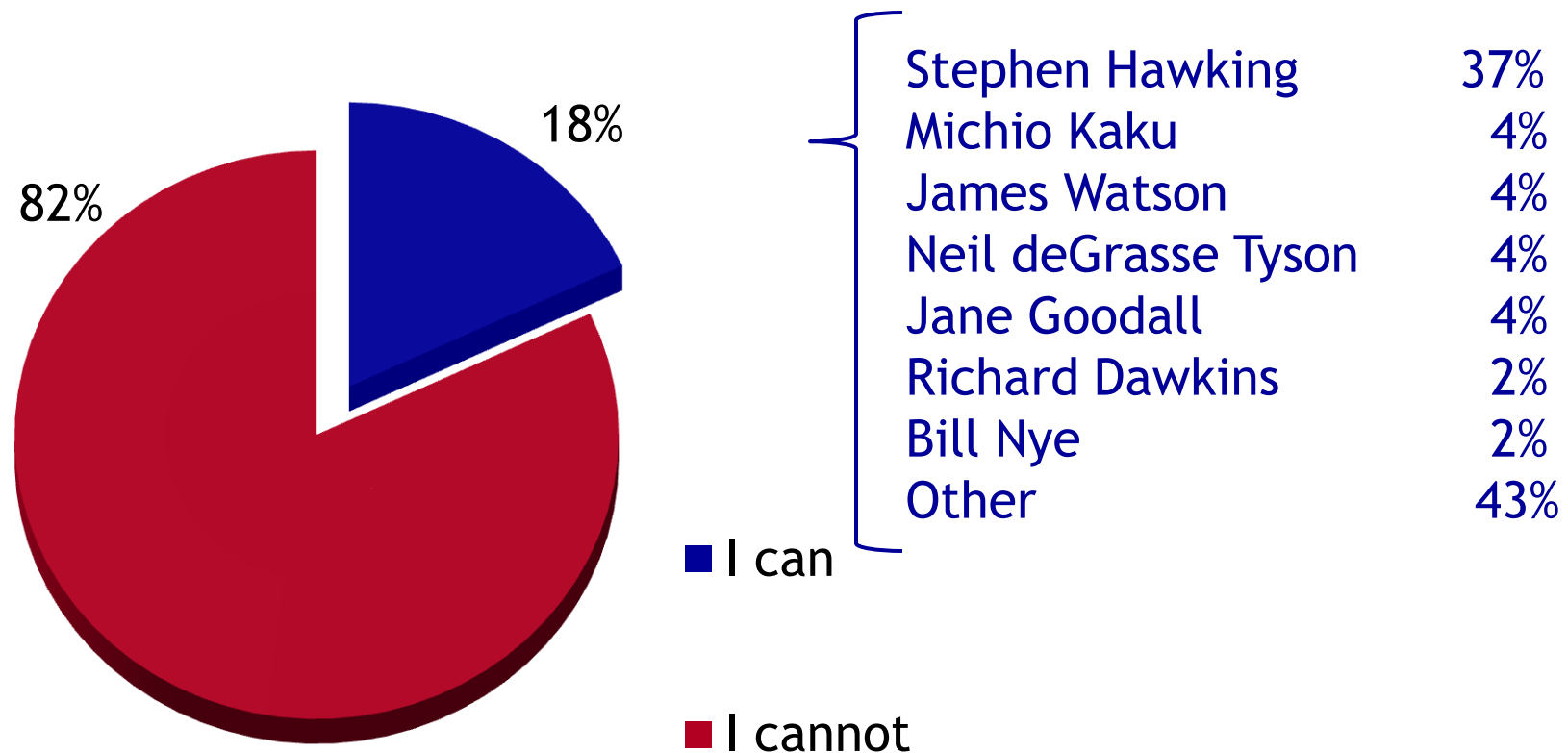
Would you like to see more, less or about the same amount of information about science and research in the media?



Source: Florida Public Opinion Poll, September 2011  
JZ Analytics for Research!America

# Most Floridians Can't Name a Living Scientist

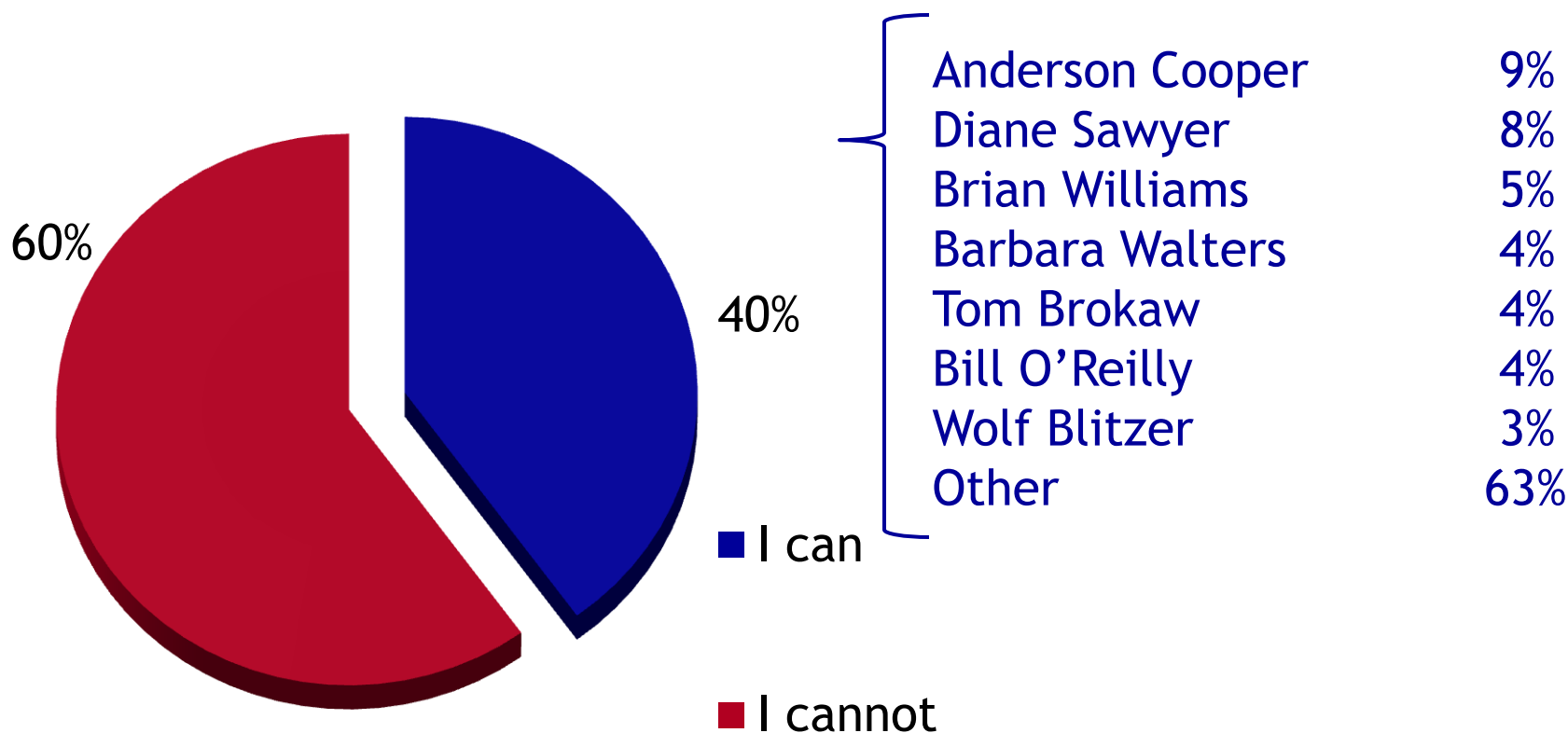
Can you name a living scientist? (first volunteered responses)



Source: Florida Public Opinion Poll, September 2011  
JZ Analytics for Research!America

# Majority of Floridians Can't Name a Living Journalist

Can you name a living journalist? (first volunteered responses)

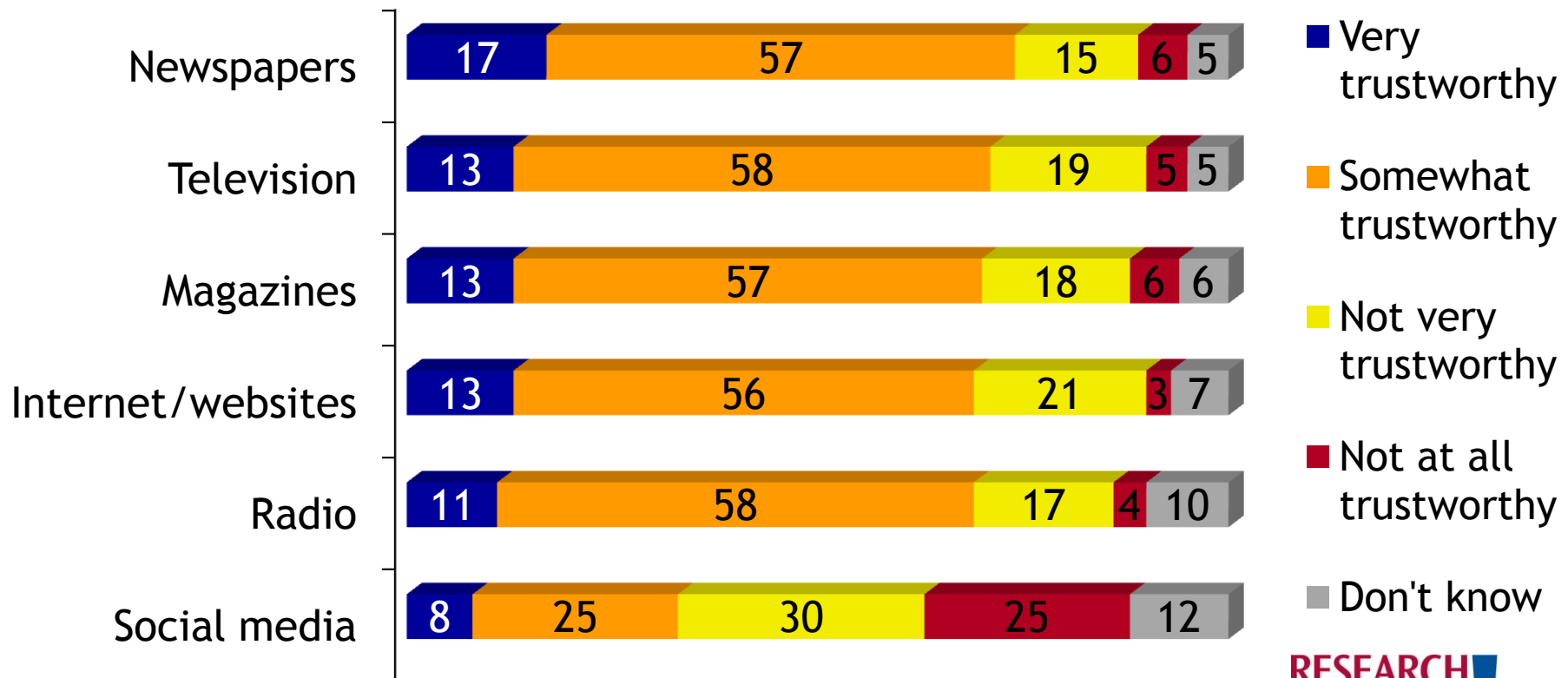


Source: Florida Public Opinion Poll, September 2011  
JZ Analytics for Research!America



# Traditional Media Considered Most Trustworthy About Research

There are many sources of information about health and medical research issues. For each of the following sources, please indicate how trustworthy you think the information they provide is.

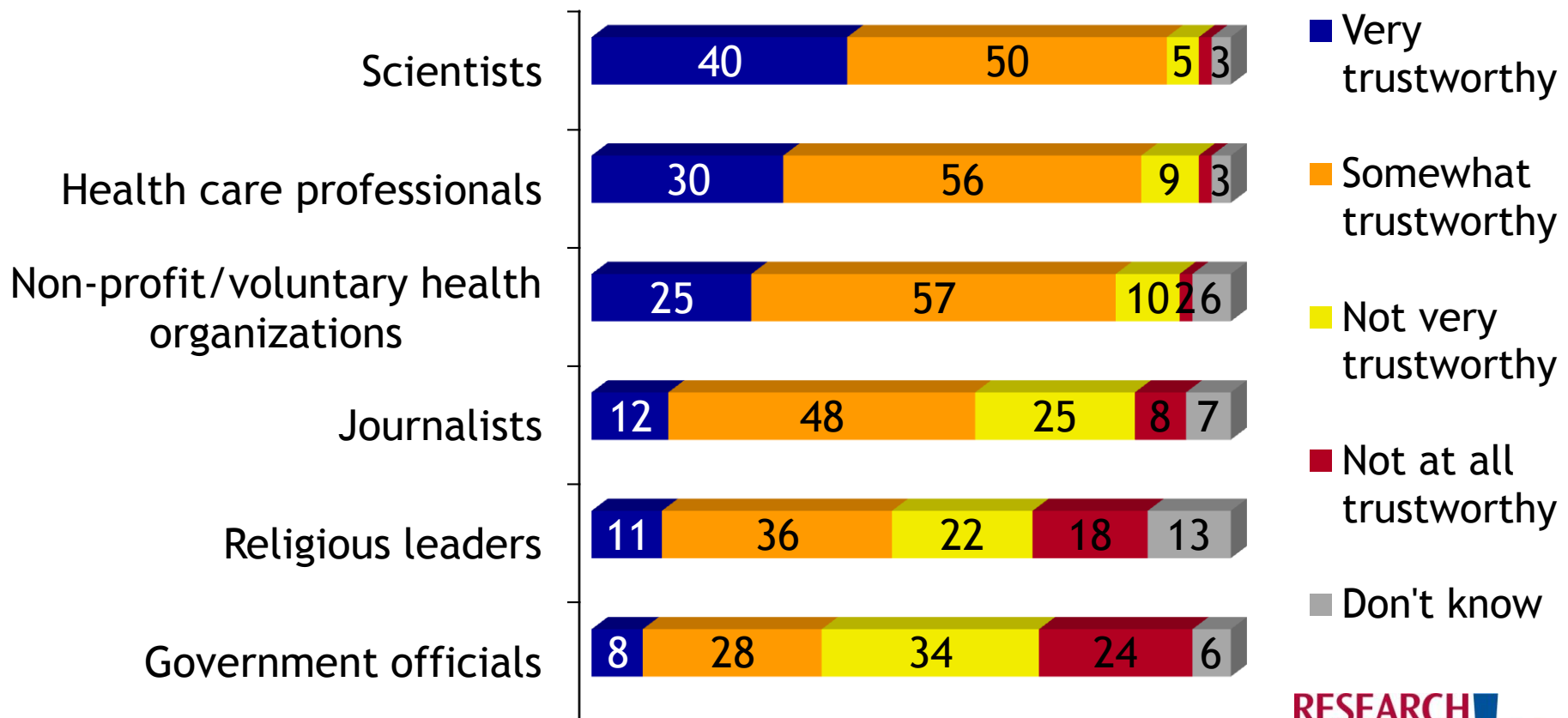


Source: Florida Public Opinion Poll, September 2011  
JZ Analytics for Research!America

# Scientists Most Trusted

## Spokespersons for Science News

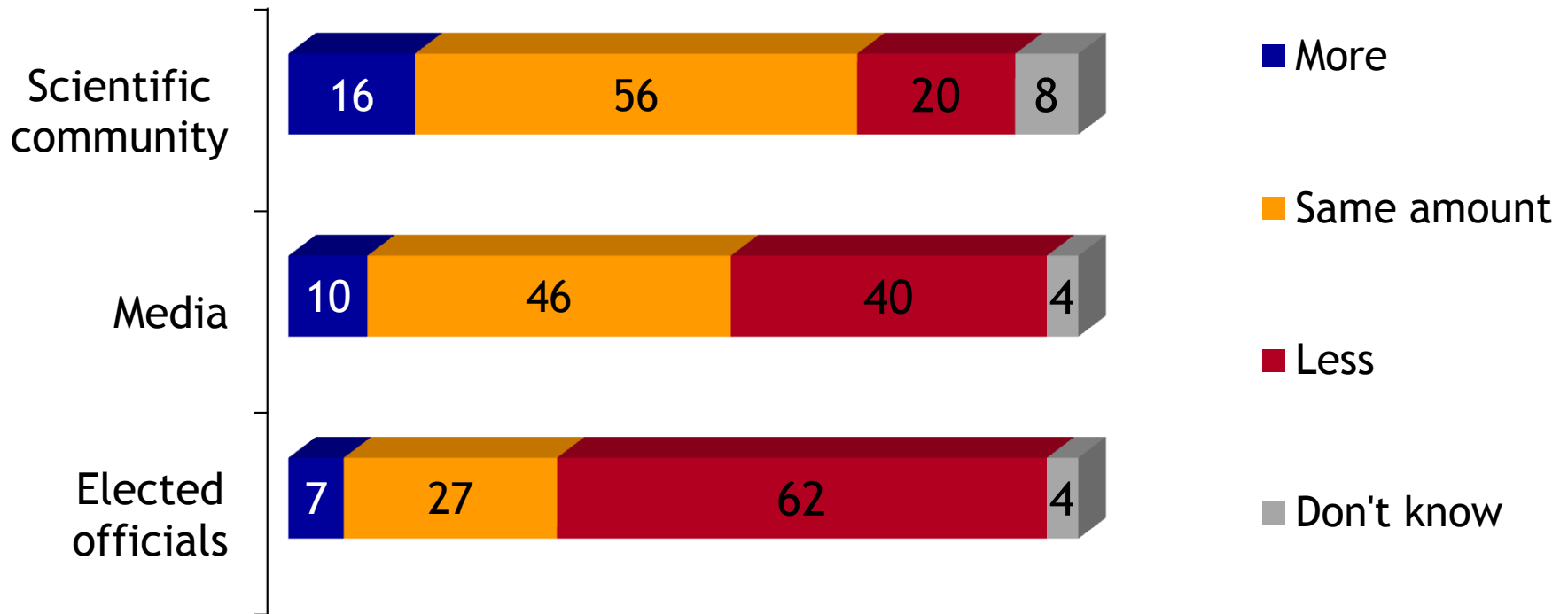
How trustworthy do you consider each of the following to be as spokespersons for science news?



Source: Florida Public Opinion Poll, September 2011  
JZ Analytics for Research!America

# Trust Compared to 5 Years Ago

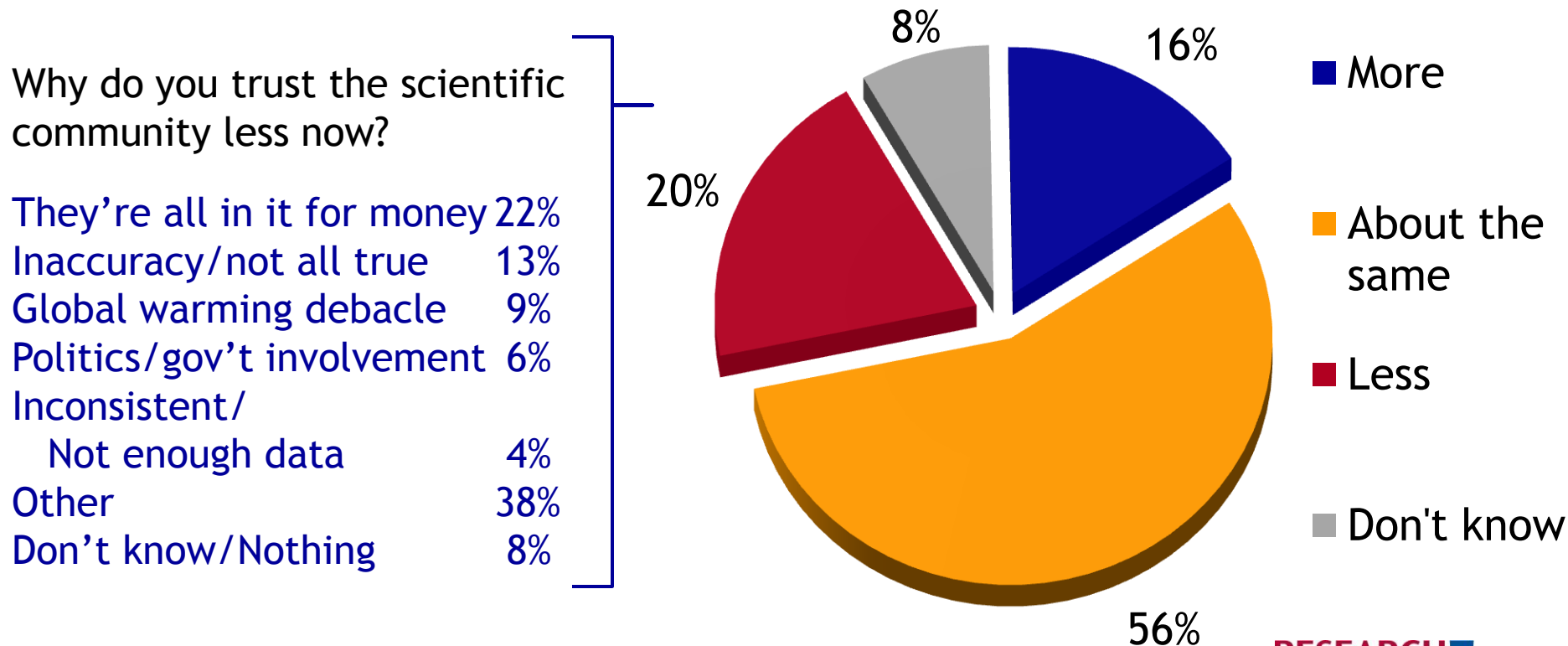
Compared to five years ago, would you say you trust the following more, less, or about the same amount?



Source: Florida Public Opinion Poll, September 2011  
JZ Analytics for Research!America

# Trust of Scientific Community

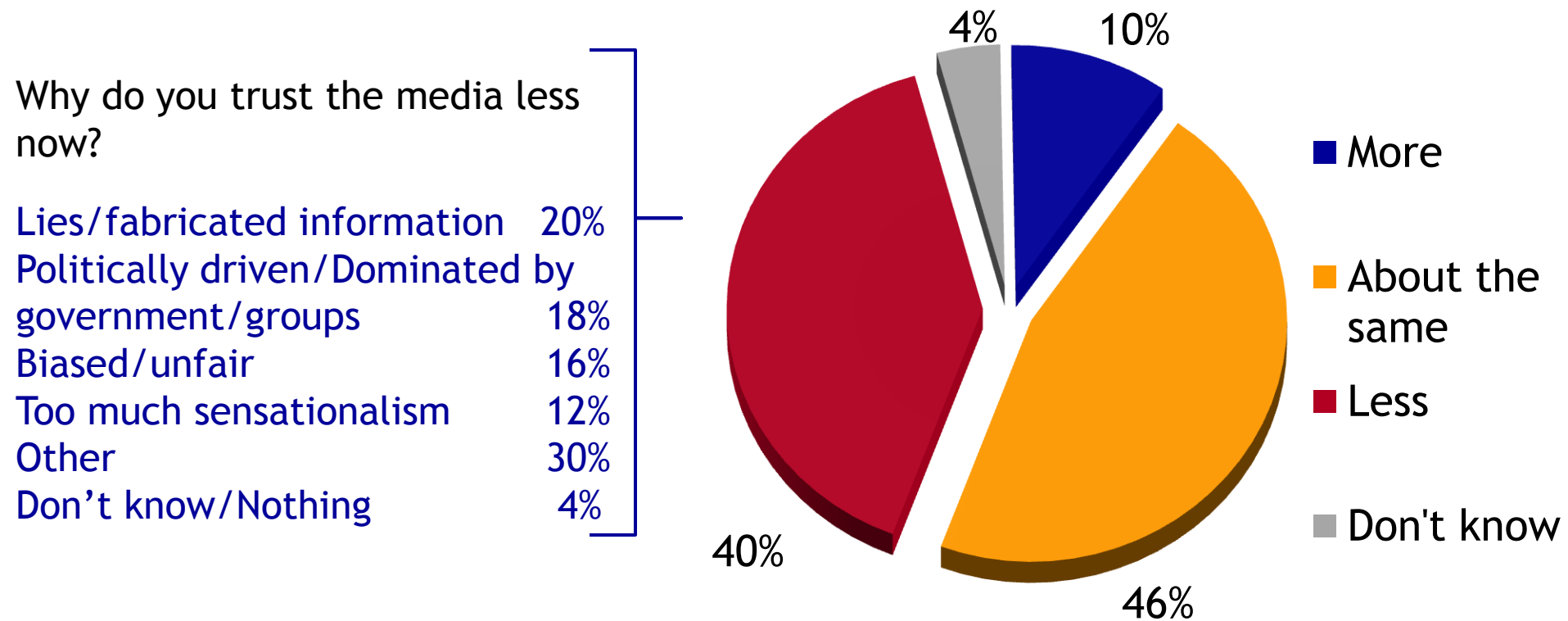
Compared to five years ago, would you say you trust the scientific community more, less, or about the same amount?



Source: Florida Public Opinion Poll, September 2011  
JZ Analytics for Research!America

# Trust of Media

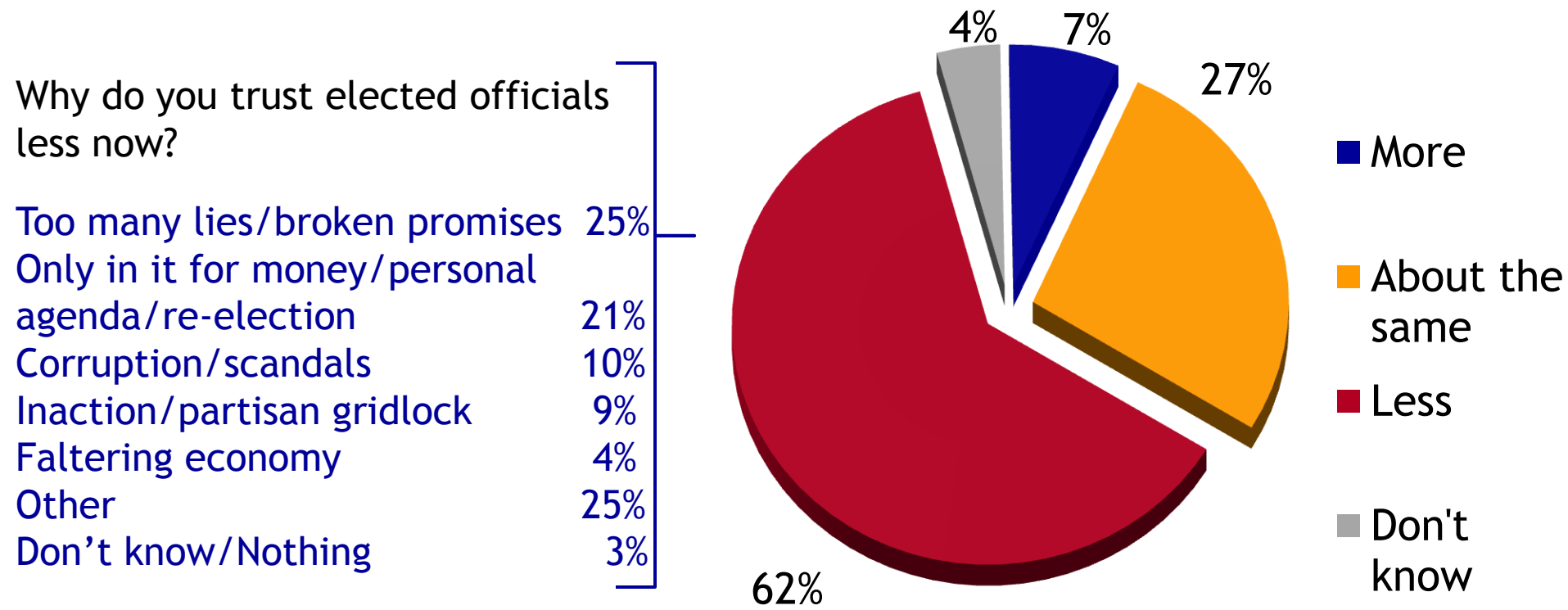
Compared to five years ago, would you say you trust the scientific community more, less, or about the same amount?



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# Trust of Elected Officials

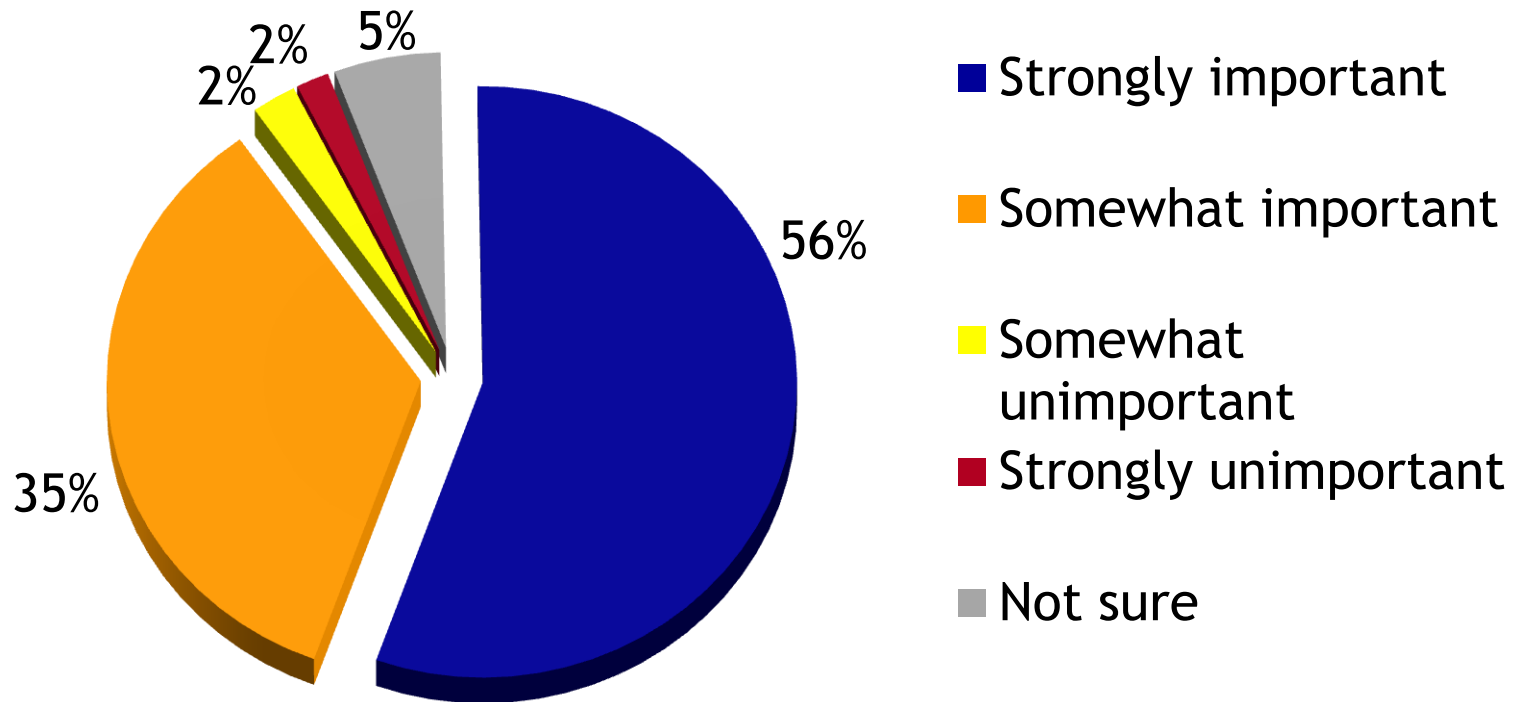
Compared to five years ago, would you say you trust your elected officials more, less, or about the same amount?



Source: Florida Public Opinion Poll, September 2011  
JZ Analytics for Research!America

# Important for Elected Officials to Listen to Scientists

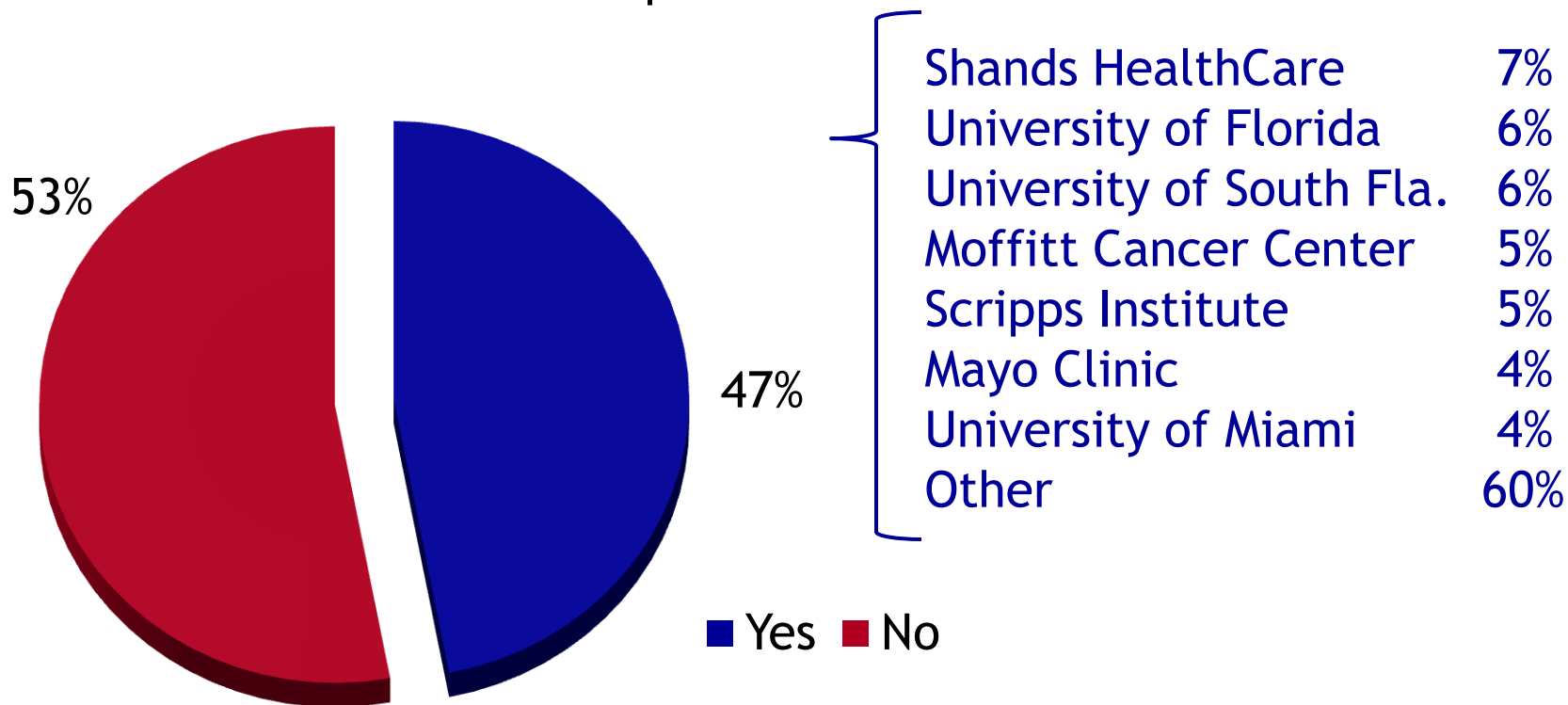
In thinking about threats to our health, how important is it that elected officials at all levels listen to advice from scientists and public health professionals?



Source: Florida Public Opinion Poll, September 2011  
JZ Analytics for Research!America

# Majority of Floridians Unsure Where Research is Conducted

Do you know of any institutions, companies or organizations in your area where research to improve health is conducted?





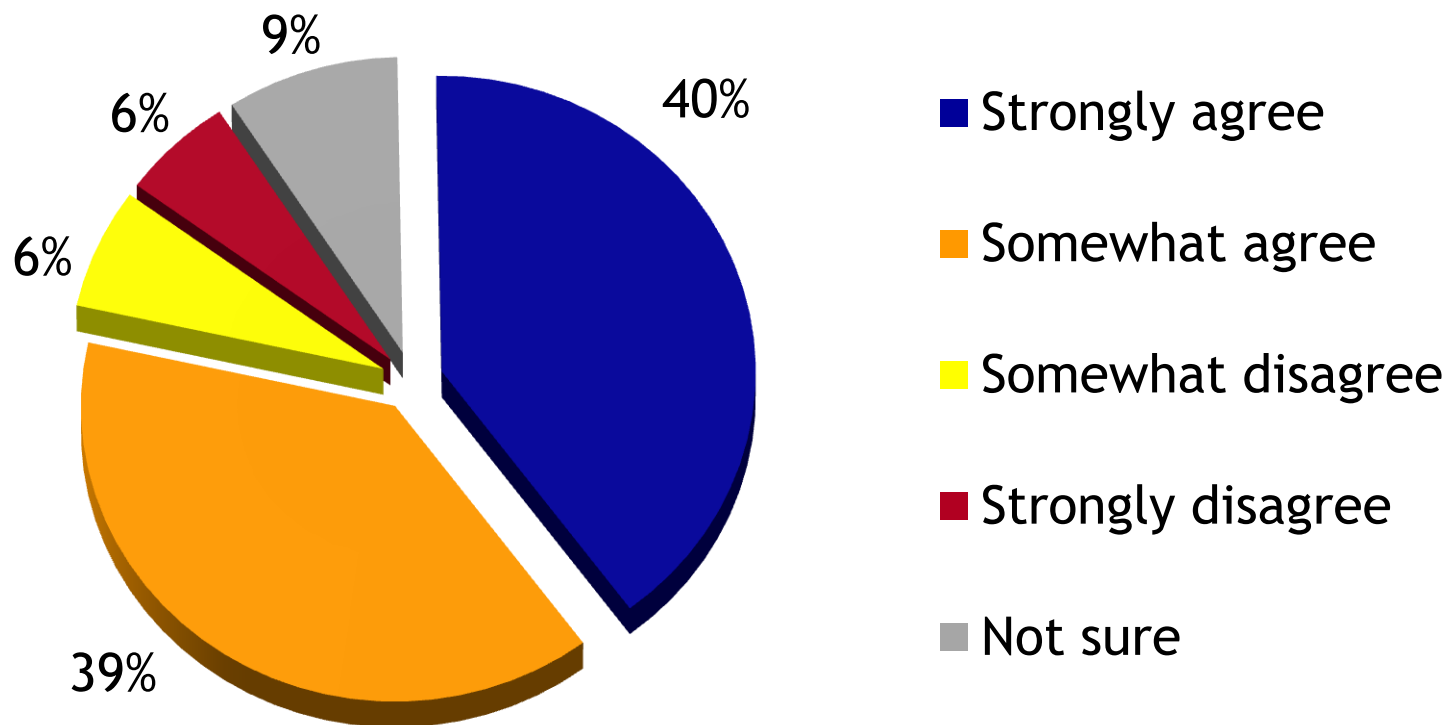
# Cost the Biggest Health Issue Facing the U.S. Today

What would you say is the single most important health issue facing people in the U.S. today?

Cost	35%
Obesity	19%
Cancer	16%
Heart diseases	4%
Diabetes	2%
Insurance/health care	2%
Health care reform	2%
Other	18%
Don't know	3%

# Most Agree Basic Research is Necessary

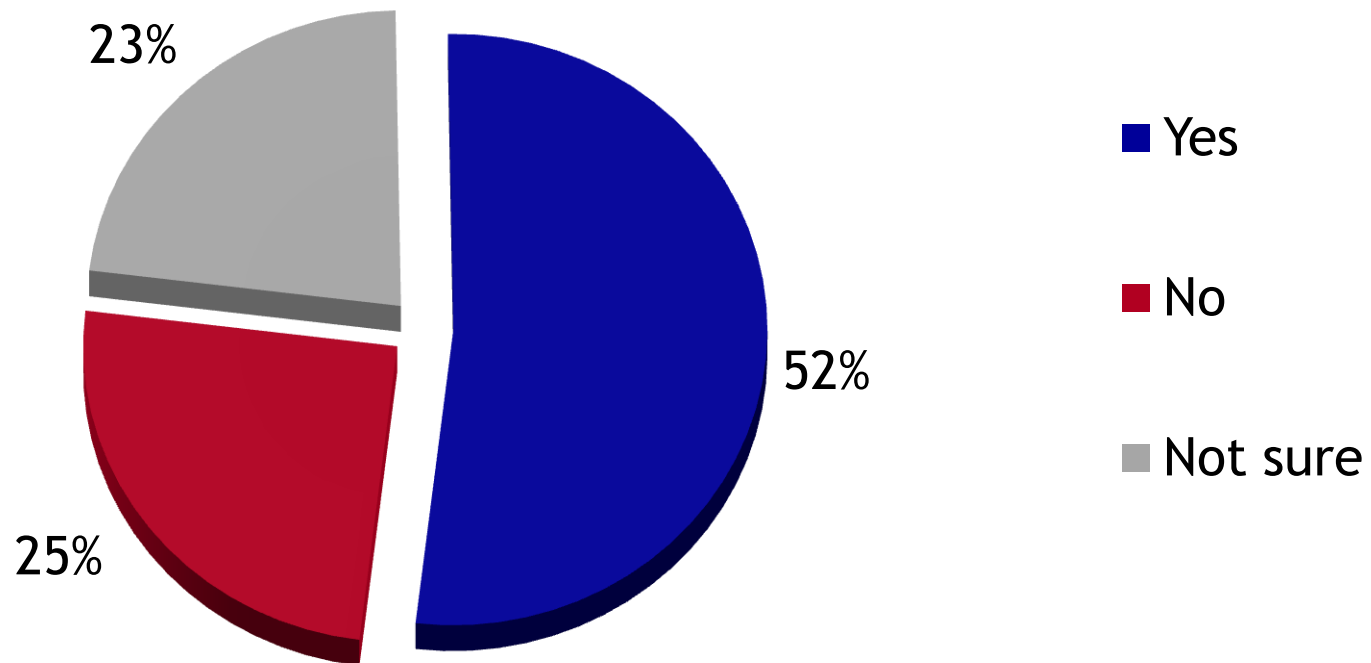
Even if it brings no immediate benefits, basic research, which advances the frontiers of knowledge, is necessary and should be supported by the federal government.



Source: Florida Public Opinion Poll, September 2011  
JZ Analytics for Research!America

# Majority Say Use of Animals is Necessary for Medical Progress

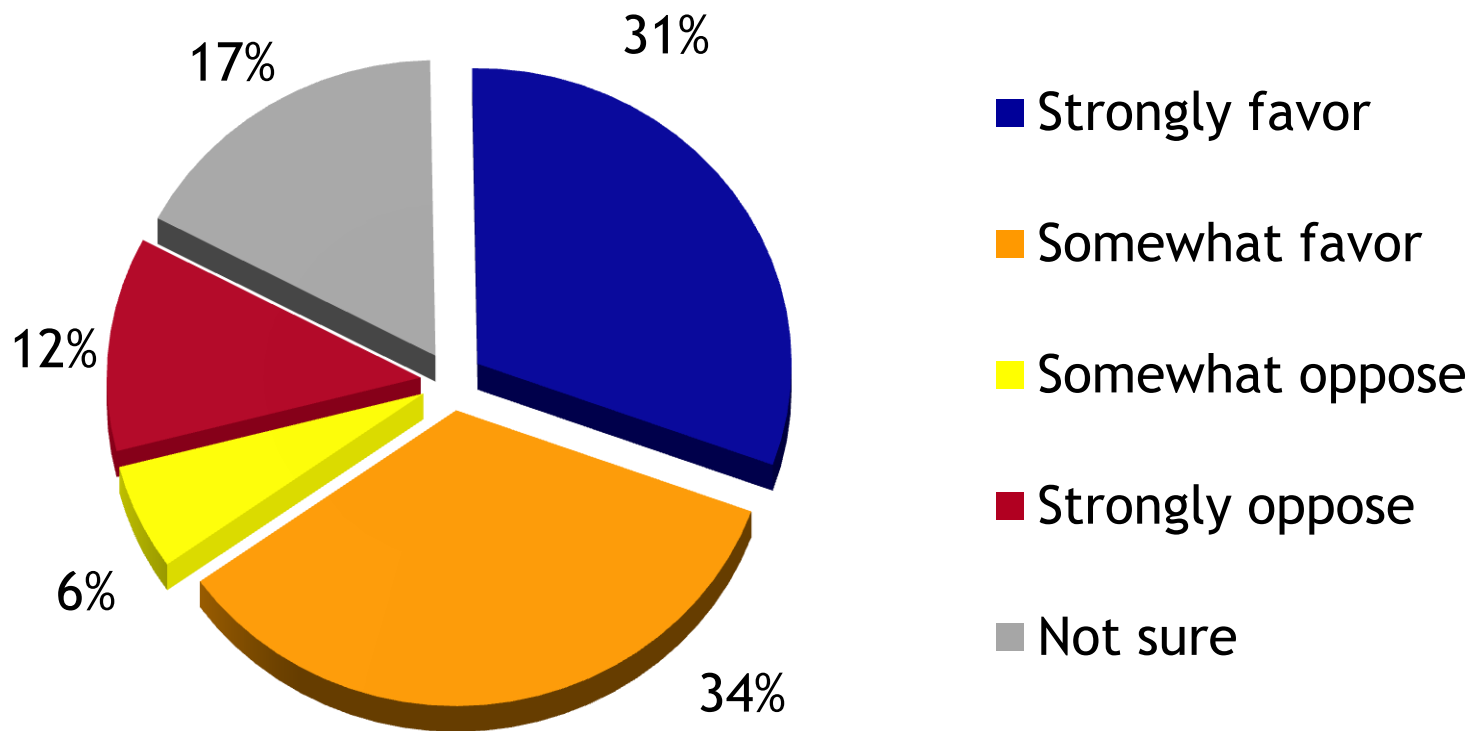
Do you believe the use of animals in medical research is necessary for progress in medicine?



Source: Florida Public Opinion Poll, September 2011  
JZ Analytics for Research!America

# Majority of Floridians Favor Embryonic Stem Cell Research

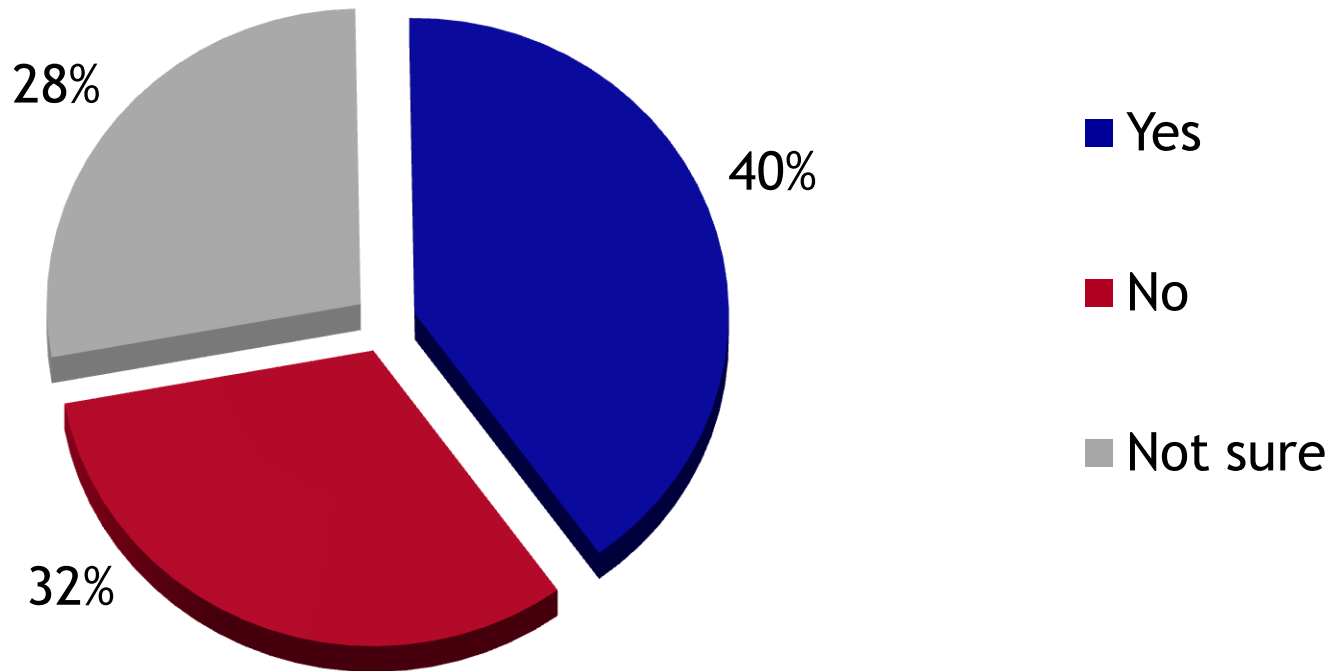
Do you favor or oppose medical research using embryonic stem cells?



Source: Florida Public Opinion Poll, September 2011  
JZ Analytics for Research!America

# Mixed Opinions on Paying Higher Taxes to Invest in Research

Would you be willing to pay an additional \$1 per week in taxes if you knew for sure that it would go towards Florida investing more in research to improve health?



Source: Florida Public Opinion Poll, September 2011  
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# Television, Internet Most Commonly Consumed Media Outlets

From the following list please choose the news sources that you use most frequently.

Television	73%
Internet/Websites	62%
Newspapers	41%
Radio	21%
Magazines	17%
Social Media (such as Facebook, Twitter, etc.)	12%
Other	5%
None	1%
Not sure	1%

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