

Research!America has been gauging public opinion on people's attitudes toward medical, health and scientific research since 1992. Results of the recent poll on injury show a high level of support and value for injury prevention and research. These poll responses indicate there is a belief that finding new ways to prevent injury is important and is a high priority.

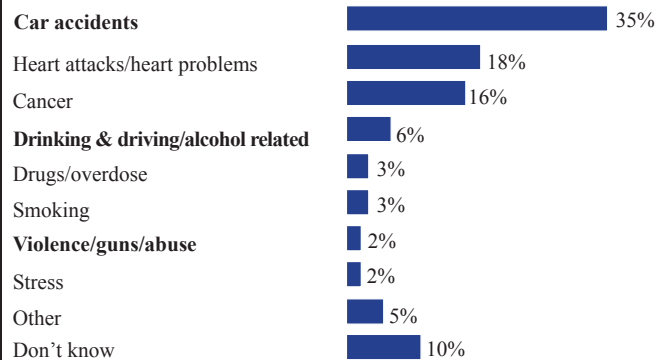
## AMERICANS AWARE THAT INJURY IS LEADING KILLER OF YOUNGER PEOPLE

More than one-third (35%) of Americans say that car accidents are the leading cause of death for people under the age of 45 (Figure 1). Drinking and driving and violence account for another 8% of responses. These results demonstrate that many Americans are aware that injury is the leading killer of children, adolescents and young adults. According to the Centers for Disease Control and Prevention, unintentional injuries are the fifth leading cause of death among *all* Americans.

A majority of Americans (51%) say that they have experienced a physical injury that required medical treatment (Figure 2). When asked how many people in the United States sustain physical injuries that require medical treatment each year, 77% of Americans

### WHAT DO AMERICANS THINK CAUSES DEATH IN YOUNGER ADULTS?

What would you say is the leading cause of death for people under age 45?

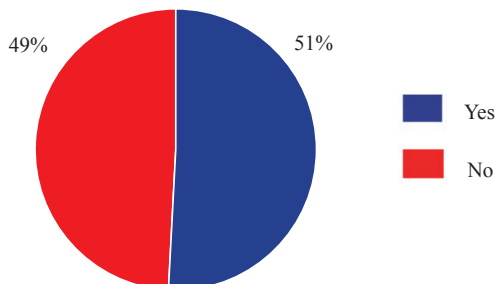


SOURCE: NATIONAL INJURY SURVEY, 2005  
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA AND SAFEUSA

Figure 1

### MANY AMERICANS SAY THEY HAVE PERSONALLY EXPERIENCED INJURY

Thinking of injury as any physical damage caused to the body whether unintentional or intentional, including acts of violence, have you ever had an injury that required medical treatment?

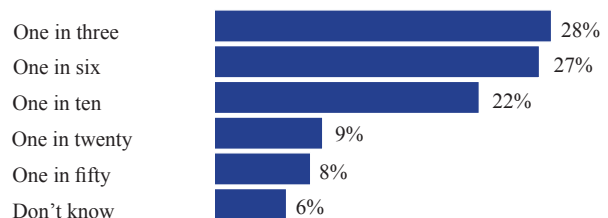


SOURCE: NATIONAL INJURY SURVEY, 2005  
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA AND SAFEUSA

Figure 2

### MAJORITY OF AMERICANS THINK INJURY IS FREQUENT

How many people in the United States do you think have physical injuries that require medical treatment each year?



SOURCE: NATIONAL INJURY SURVEY, 2005  
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA AND SAFEUSA

Figure 3

respond that at least one in 10 citizens is injured to the extent that medical treatment is needed (Figure 3).

A plurality of Americans (37%) says that car accidents are the most common cause of physical injury. The remaining responses include carelessness and stupidity (12%), general accidents (10%), falls (9%), violence/guns/abuse (7%), job-related accidents (7%), accidents in the home (5%), sports accidents (4%), other (5%) and don't know (6%).

### IMPORTANT FOR UNITED STATES TO INVEST IN INJURY PREVENTION RESEARCH

A majority of Americans (79%) think that it is important for the United States to invest in new ways to prevent injury, and 44% think that it is very important (Figure 4). When asked if willing to pay \$1 more a week in taxes to pay for finding new ways to prevent injuries, 46% of Americans say that they are willing to pay. In addition, 70% of Americans say research to find new ways to prevent injuries is an effective use of taxpayer dollars (Figure 5).

### METHODOLOGY

Research!America has been gauging public opinion on attitudes toward health-related research since 1992. Research!America recently partnered with SafeUSA to commission a poll on Americans' attitudes about injury and research to prevent injury.

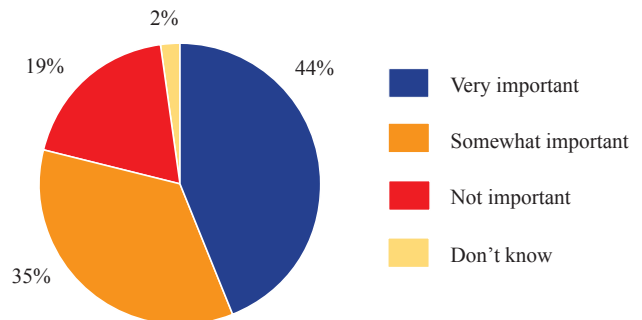
Charlton Research Company conducted a telephone survey among 800 adults (18 and older) nationwide. Random-digit dialing methodology was used and only residential numbers were included in the sample. The sample was proportionate to the country's demographics, including geography, gender and ethnicity. The survey, fielded in April 2005, has a theoretical sampling error of  $\pm 3.5\%$ .

Research!America is a 501(c)(3) membership-supported national alliance of organizations and individuals dedicated to enhancing public education and advocacy for medical, health and scientific research. For more information, contact Research!America, 1101 King Street, Suite 520, Alexandria, Virginia 22314. Telephone: 703-739-2577. E-mail: [info@researchamerica.org](mailto:info@researchamerica.org). Web site: [www.researchamerica.org](http://www.researchamerica.org).

SafeUSA is an alliance of organizations dedicated to preventing injury and violence in America. For more information, contact SafeUSA, 9900-E Greenbelt Road, Suite 146, Lanham, MD 20706. Telephone: 301-262-1664. E-mail: [safeusa@comcast.net](mailto:safeusa@comcast.net). Web site: [www.safeusa.org](http://www.safeusa.org).

### INVESTING IN NEW WAYS TO PREVENT INJURY IMPORTANT TO AMERICANS

How important do you think it is for the United States to invest in new ways to prevent injury? Would it be ...

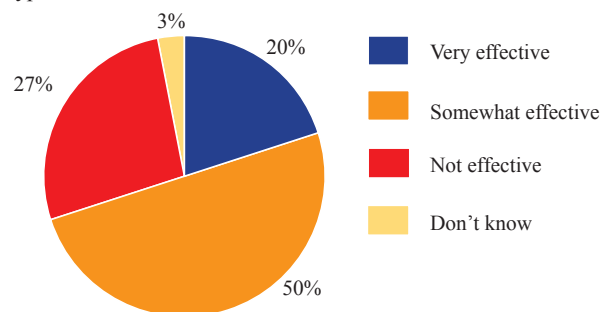


SOURCE: NATIONAL INJURY SURVEY, 2005  
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA AND SAFEUSA

Figure 4

### AMERICANS SAY RESEARCH TO PREVENT INJURY IS EFFECTIVE USE OF TAXES

Now I'd like to ask whether research that finds new ways to prevent injuries, such as devices to improve car safety and methods to reduce domestic violence, is an effective use of taxpayer dollars. Would you say this type of research is ...



SOURCE: NATIONAL INJURY SURVEY, 2005  
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA AND SAFEUSA

Figure 5