

Public Perception

Awareness

Gender Differences

Leadership

Differences

Economic Issues

Poll Data Booklet

Media Influence

Topical Issues

Public Awareness

Controversies

Issues

Research | America

AN ALLIANCE FOR DISCOVERIES IN HEALTH

Political Awareness

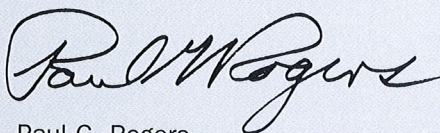
For nearly a decade, Research!America has been conducting public opinion polls to monitor the pulse of the nation concerning medical and health research. Since our first public opinion survey in Maryland in 1992, Research!America has commissioned both national polls and twenty-nine separate state polls, asking citizens about their opinions on medical and health research.

Consistently, our polls demonstrate that citizens want the United States to retain its role as the world leader in medical and health research. The public has also weighed in on the importance of state leadership and on its willingness to pay for more medical and health research. But although the public feels certain that more should be done to increase this important research, people are not as informed as they could be about the debates surrounding research and the academic institutions, government agencies and business enterprises which conduct that research.

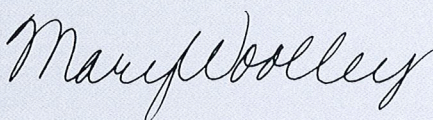
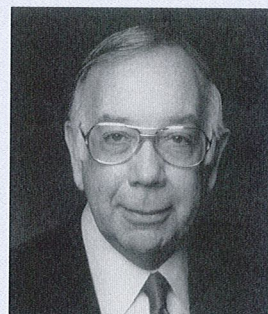
Our polls show a strong measure of citizen support for doubling research funding. In addition, the polls have been integral to the conceptualization of innovative funding ideas such as the special-issue breast cancer postage stamp. The polls have also provided a view of the public's awareness of the institutions and businesses that conduct and support research, as well as federal agencies such as the National Institutes of Health, National Science Foundation, Centers for Disease Control and Prevention, Food and Drug Administration, Veteran's Administration and Agency for Health Care Policy and Research.

Public opinion is a powerful tool. That is why Research!America has created this poll booklet. It provides you with the most up-to-date information regarding public opinion on medical and health research matters, and makes suggestions on how to use poll data with impact.

Public sentiment on medical and health research is clearly favorable, overwhelmingly so. But, that sentiment is a story that is not told often enough. As your partners in advocacy, we're happy to help you spread the word.



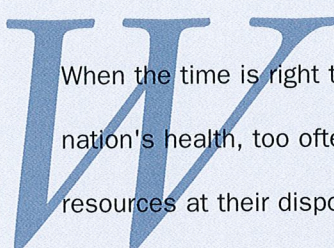
Paul G. Rogers
Chair, Research!America



Mary Woolley
President, Research!America



FROM THE PRESIDENT



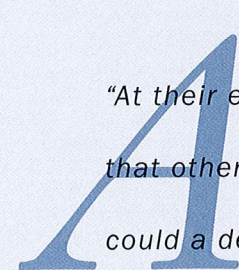
When the time is right to speak out on issues important to this nation's health, too often advocates don't have the necessary resources at their disposal to "make the point." By concisely presenting public opinion poll data that Research!America has gathered over several years' time, this booklet puts a key medical and health research advocacy resource at your fingertips.

Just how do you use poll data to make your voice heard?

Research!America suggests using poll data in discussions with opinion leaders, when talking with policy makers and in communicating with the media. Poll data are powerful tools for use in Congressional testimony, op-eds, letters to the editor, legislation, speeches, feature articles, editorials and more.

Public opinion poll data validate and amplify your advocacy messages. Let Research!America help you put poll data to work

for increased medical and health research, so that more research can be put to work for the health and well-being of our nation.



"At their essence, polls reflect a voice of the public that otherwise might not be heard... What better tool could a democracy have, especially a far-flung nation like ours, with every shade of opinion, to gauge and convey public sentiment on an issue?"

-Rebecca Rimel, President and CEO,
The Pew Charitable Trusts

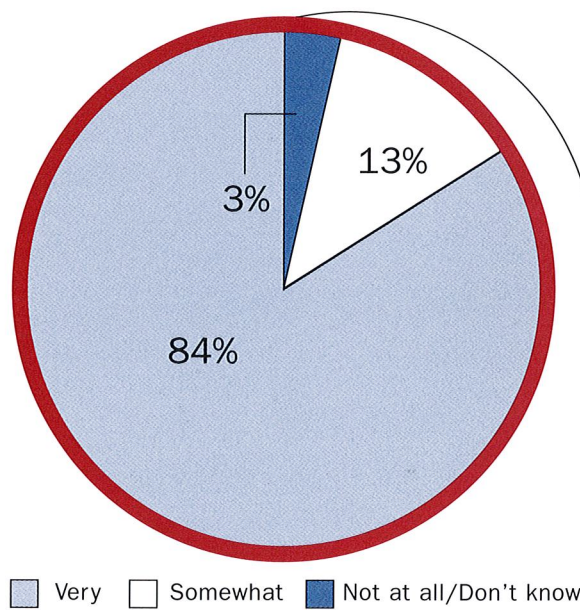
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"Research!America's public opinion polls are an invaluable resource for our millions of volunteers. The data allow them to convey messages about medical research to elected officials in a simple format and in simple language."

-John R. Seffrin, Ph.D., Chief
Executive Officer, American
Cancer Society

THE U.S. SHOULD REMAIN A WORLD LEADER IN MEDICAL RESEARCH

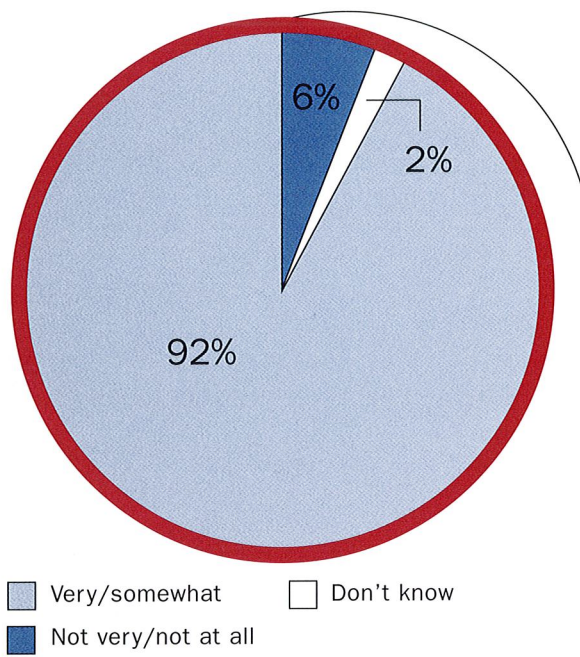
How important do you think it is that
the U.S. maintains its role as a world
leader in medical research?



Source: Aggregate 1999
Charlton Research Company

STATE LEADERSHIP IS IMPORTANT

How important is it for your state to be a leader in medical research?



Source: Aggregate 1999
Charlton Research Company

WHOM DOES THE PUBLIC TRUST

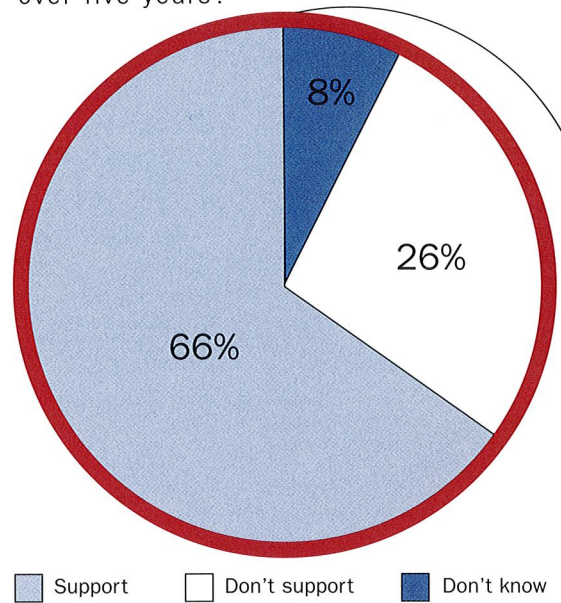
When it comes to getting information on medical and health research, how trustworthy is...? (Percent saying trustworthy)

Your doctor	94%
Nurses	93%
Dentists	91%
Voluntary Health Agencies (e.g., American Cancer Society)	89%
Pharmaceutical companies	68%
HMOs/Managed Care Organizations	46%

Source: Aggregate 1999
Charlton Research Company

SUPPORT FOR DOUBLING REMAINS STRONG

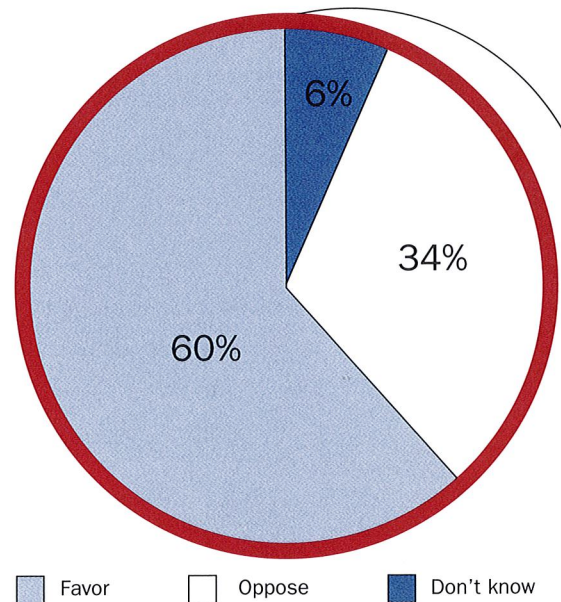
Do you support or oppose a proposal to double total national spending on government-sponsored medical research over five years?



Source: Aggregate 1999
Charlton Research Company

SUPPORT FOR USING THE SURPLUS TO FUND MEDICAL RESEARCH

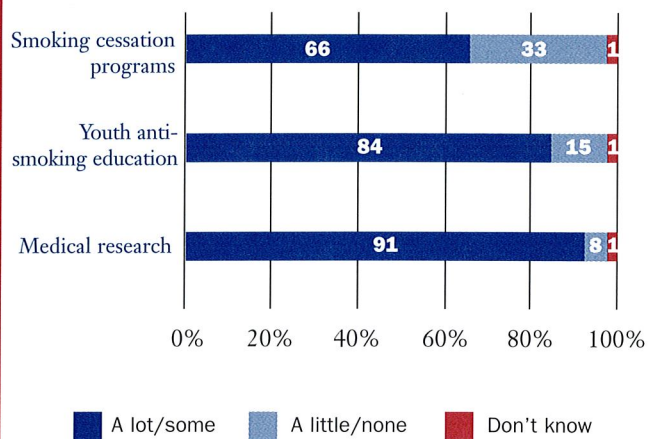
Would you favor or oppose spending part of the federal budget surplus on medical research?



Source: Aggregate 1999
Charlton Research Company

USES FOR TOBACCO SETTLEMENT MONEY

How much of the money from the tobacco settlement should go to...?



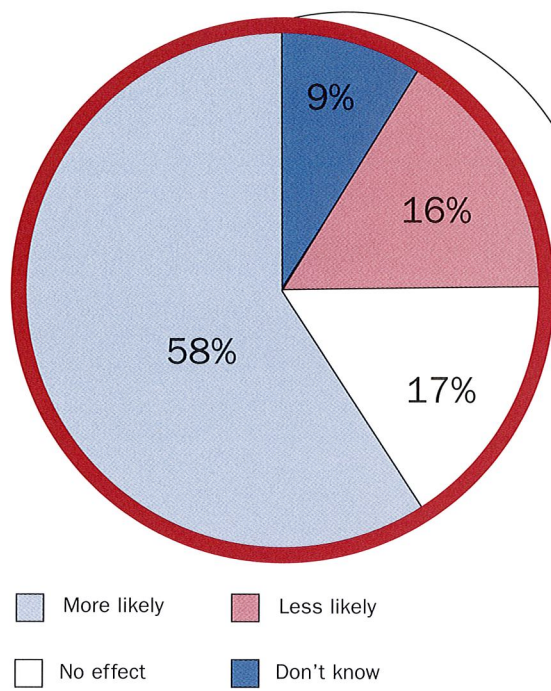
Source: Aggregate 1999
Charlton Research Company

Although the tobacco settlement was not resolved this year, the polling data on using the tobacco settlement for medical research were instrumental in retaining a provision for \$200 million over 25 years for Colorado institutions."

-James H. Shore, M.D.,
Chancellor, University of Colorado
Health Sciences Center

CANDIDATE'S STANCE ON MEDICAL RESEARCH IS A FACTOR IN VOTE DECISION

Would strong support of medical research make you more likely to vote for a candidate?



Source: Aggregate Summer 1999
Charlton Research Company

PUBLIC WANTS MEDICAL RESEARCH TO PLAY "PRIMARY" ROLE

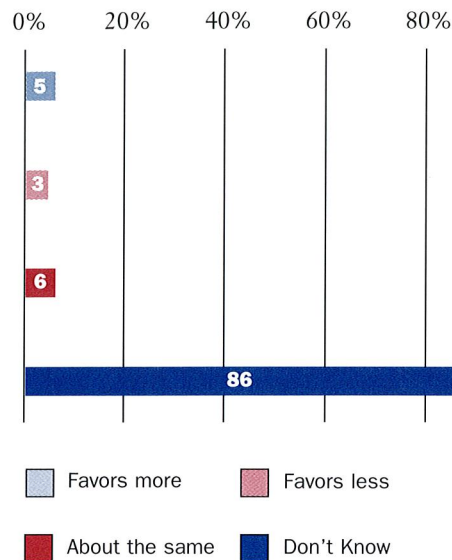
What do you think is the most important health policy issue facing the country that the presidential candidates should address? (Top four responses)

Medical research (includes general as well as disease specific)	26%
Don't know	15%
Cost of healthcare	14%
Easier/better access to coverage	14%

Source: Aggregate Summer 1999
Charlton Research Company

MANY DON'T KNOW THEIR CONGRESSPERSON'S POSITION

Do you happen to know the position of your member of the U.S. Congress on funding for medical research?



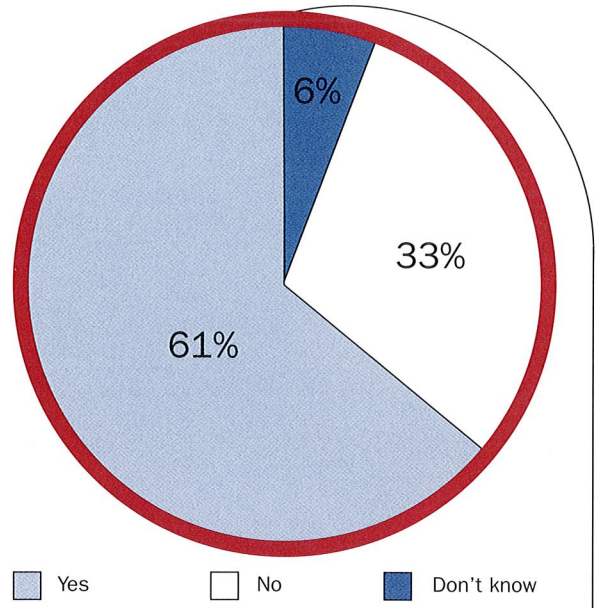
Source: Aggregate 1999
Charlton Research Company

"Research!America's polls demonstrate a strong public support for medical and health research that continues to prove highly effective with my colleagues on the Hill, as well as back home in our states and districts, in making medical and health research a higher national priority."

-Senator Tom Harkin (D-IA)

PUBLIC IS WILLING TO PAY MORE IN TAXES

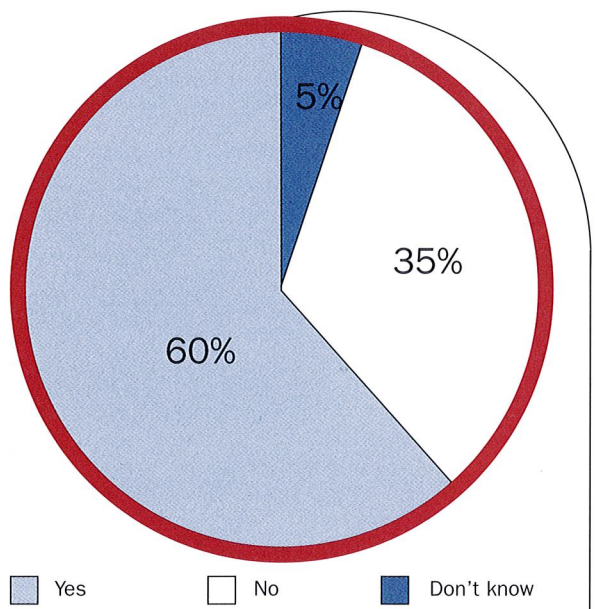
Would you be willing to pay \$1 per week more in taxes for more health research?



Source: Aggregate 1999
Charlton Research Company

PUBLIC IS WILLING TO PAY MORE FOR PRESCRIPTION DRUGS

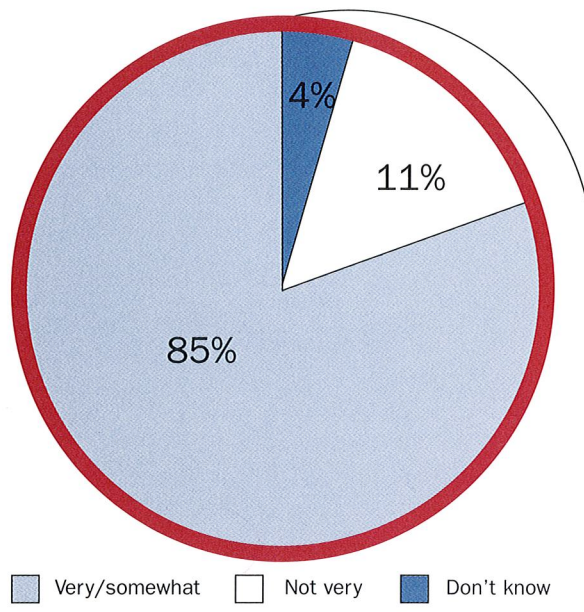
Would you be willing to pay \$1 more per prescription drug if you were certain that all the money would be spent for additional medical and health research?



Source: Aggregate 1999
Charlton Research Company

MEDICAL RESEARCH IS IMPORTANT TO STATE'S ECONOMY

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



Source: Aggregate 1999
Charlton Research Company

I applaud Research!America's leadership in garnering widespread support for establishing real priorities and maximizing our resources, so that we may fund the many vital public health and research programs in the Federal government."

-Senator Arlen Specter (R-PA)

“Research!America-commissioned polls illustrate strong public support for medical research and for various funding mechanisms. I have sponsored two of these mechanisms, a 40-cent stamp, which passed Congress in 1998, and a tax check off.”

-Senator Dianne Feinstein (D-CA)

WILLINGNESS TO PAY FOR...

Majority support was given when the public was asked, would you be willing to pay more for research via the following...

- Bonds for cures
- Health insurance
- Special issue postage stamps for medical research
- Tax form check-off
- Tax refund donation
- Tobacco tax

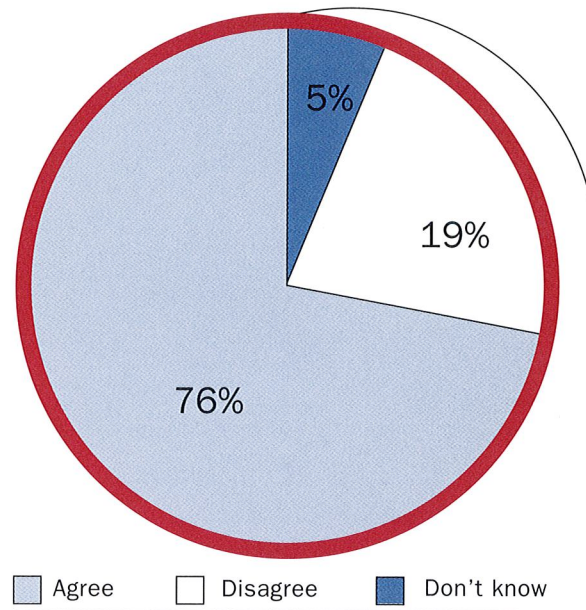
Source: Research!America

*Why is this information
so important?*

- Because 72 percent of the public says that the media do not give enough attention to medical research.
- Because 84 percent of the public feels it is important that the U.S. maintains its leadership in medical research.
- Because 92 percent of the public feels it is important for their respective state to be a leader in medical research.
- Because medical and health issues (such as long term care) are rising on the public's agenda.
- Because many research issues are debated on a daily basis, such as: research funding, patient safety, stem-cell research, cloning and freedom of information and privacy.

CONGRESS SHOULD SUPPORT TAX INCENTIVES ENCOURAGING MEDICAL RESEARCH

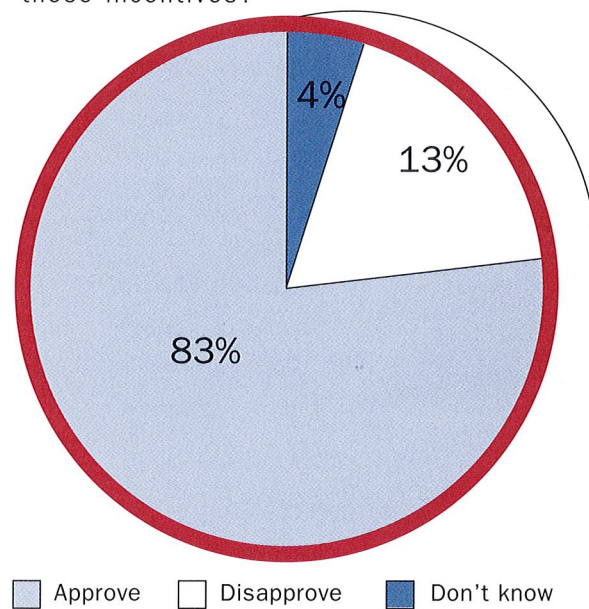
Congress should support tax and regulatory policies encouraging private industries to conduct more medical research.



Source: Aggregate 1999
Charlton Research Company

STATES SHOULD SUPPORT MEDICAL RESEARCH

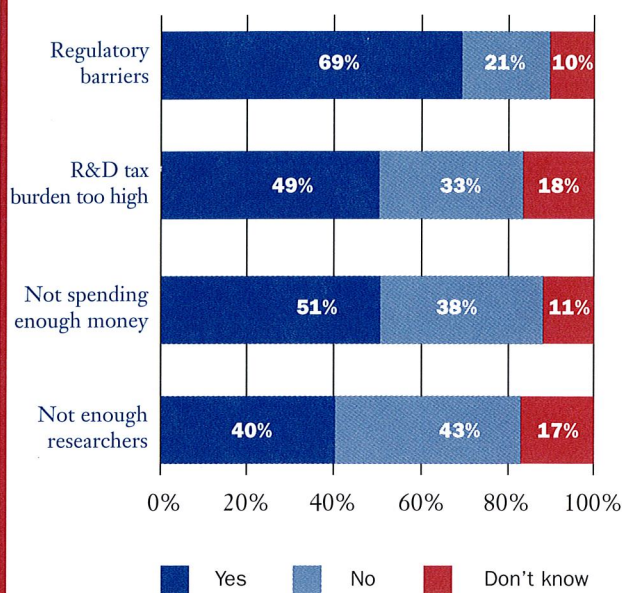
If your state offered incentives to attract new research, such as labs, would you approve or disapprove of these incentives?



Source: Aggregate 1999
Charlton Research Company

NO CONSENSUS ON PROGRESS IMPEDIMENTS

Is the following a reason why we are not making more progress in medical research?



Source: Aggregate Summer 1999
Charlton Research Company

Few organizations have mastered the presentation of how industry and government research are interconnected. Research!America, through its polls, has effectively demonstrated how important both sectors are to the American public."

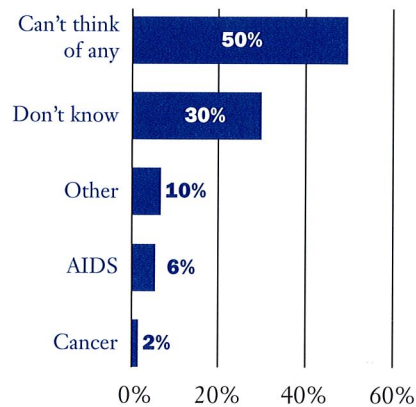
-Raymond Gilmartin,
Chairman, President & CEO
Merck & Co., Inc.

S“State-by-state, Research!America’s surveys have consistently shown strong public support for increased funding for medical research and significant assessed-value for their tax dollars.”

-Senator Connie Mack (R-FL)

SPENDING PRIORITIES ARE APPROPRIATE

Can you think of any area of medical research where the government is spending too much money?



* Two percent said the government spends too little money overall.

Source: Aggregate 1999
Charlton Research Company

CONCERNS ABOUT MEDICAL RESEARCH

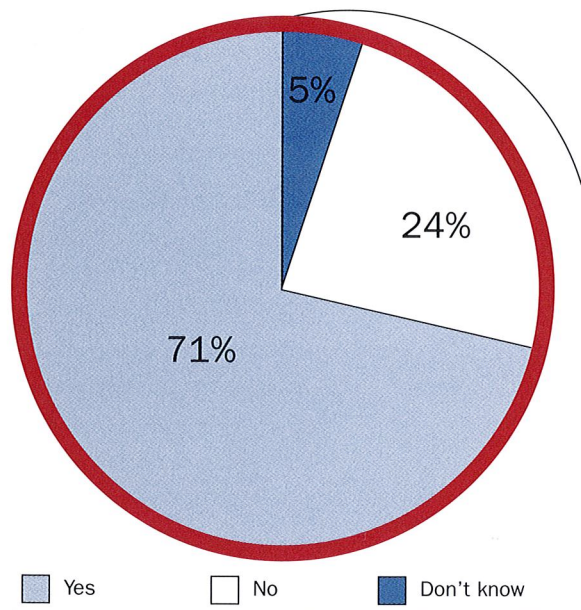
What concerns, if any, do you have about medical research? (Top six responses)

None	29%
Don't know	11%
Need for more information/more detail on costs/method/results	9%
AIDS/cancer/incurable disease	6%
Accountability/spending wisely	6%
Other (no other answer >5%)	39%

Source: Aggregate Spring 1999
Charlton Research Company

ANIMAL RESEARCH IS IMPORTANT

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



Source: Aggregate Spring 1998
Charlton Research Company

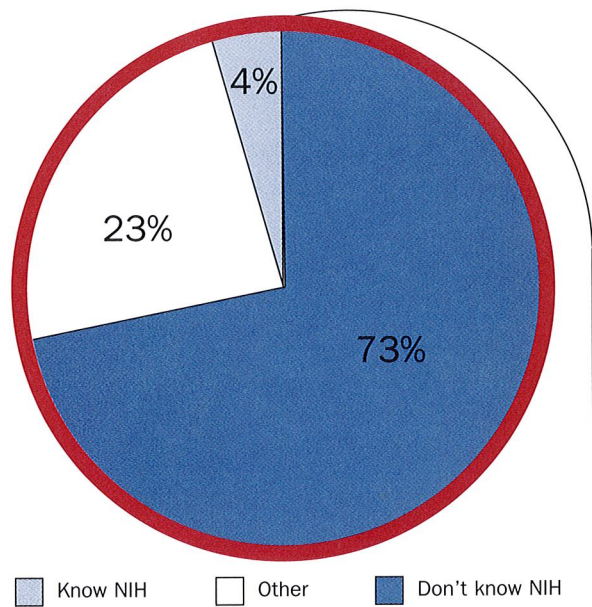
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"Frequently I cite Research!America's poll data when I speak before both scientific and lay audiences. The data demonstrates strong public support to double funding for biomedical research. The results emphasize that the American public wants medical research to be a much higher national priority in our federal budget."

-Senator Bill Frist, M.D. (R-TN)

MOST DO NOT RECOGNIZE THE NIH

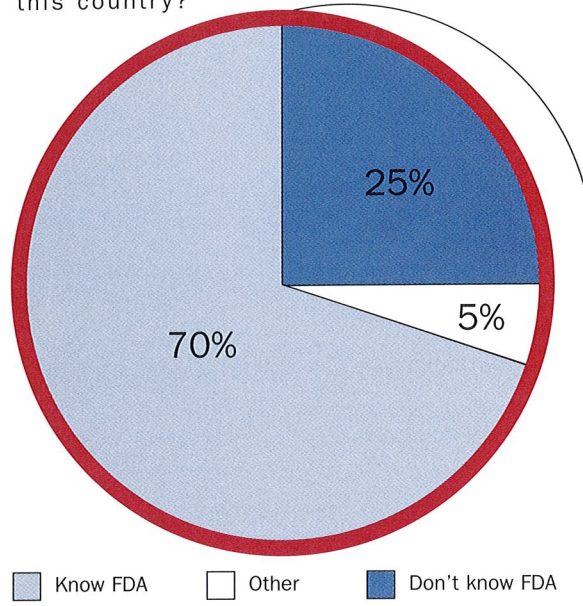
What is the name of the government agency that funds most of the medical research paid for by taxpayers in this country?



Source: Aggregate 1999
Charlton Research Company

MANY RECOGNIZE THE FDA

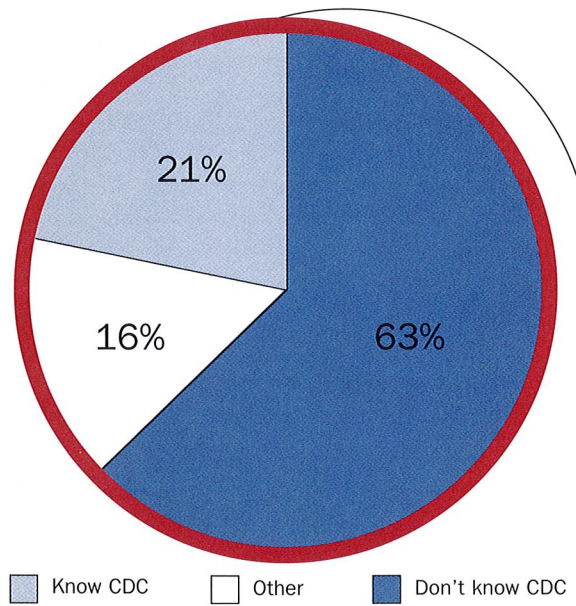
What is the name of the government agency that conducts the review and approval of new drugs and devices before they can be put on the market in this country?



Source: Aggregate Spring 1999
Charlton Research Company

CDC RECOGNITION IS LOW

What is the name of the government agency whose primary mission is prevention and health promotion in this country?

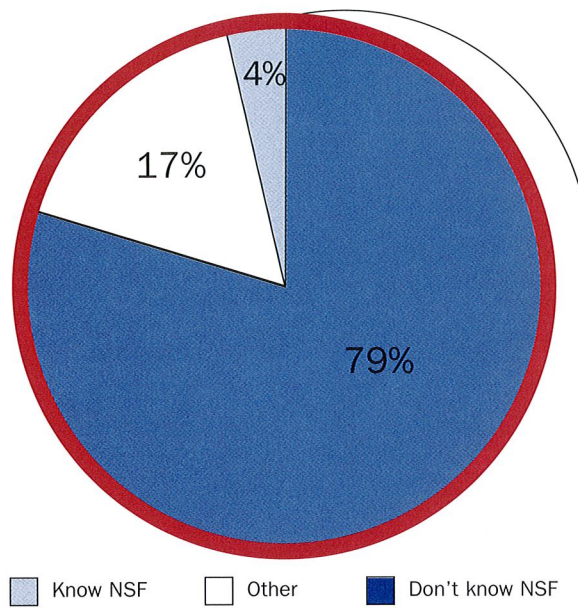


Source: Aggregate 1999
Charlton Research Company

PERCEPTIONS OF TAXPAYER-SUPPORTED MEDICAL AND HEALTH RESEARCH

MOST DO NOT RECOGNIZE NSF

What is the name of the government agency that funds most of the basic research and educational programming in the sciences, mathematics and engineering in this country?



Source: Aggregate 1999
Charlton Research Company

PUBLIC DOES NOT KNOW VETERANS ADMINISTRATION CONDUCTS RESEARCH

Do you know any institutions, companies or organizations in your area where medical research is conducted? (Total mentions)

Percentage Answering Veterans Administration

• Colorado	1%
• Idaho	0%
• Illinois	1%
• Iowa	1%
• New Hampshire	0%
• New Jersey	0%
• New Mexico	2%

Source: Aggregate 1999
Charlton Research Company

PUBLIC DOESN'T KNOW WHERE RESEARCH IS CONDUCTED

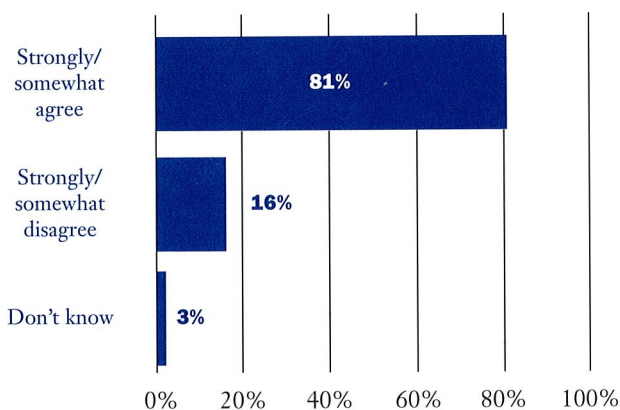
Do you know of any institutions, companies, or organizations in your area where medical research is conducted? (Top two mentions in four states)

West - Colorado	
Don't know	56%
University of Colorado —	
University Hospital	21%
East - New Jersey	
Don't know	46%
University of Medicine and	
Dentistry of New Jersey	9%
Midwest - Illinois	
Don't know	50%
University of Illinois at Chicago —	
College of Medicine	21%
South - Mississippi	
Don't know	59%
University of Mississippi —	
Medical Center	18%

Source: Summer 1998/Spring 1999
Charlton Research Company

THE PUBLIC SUPPORTS BASIC RESEARCH

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

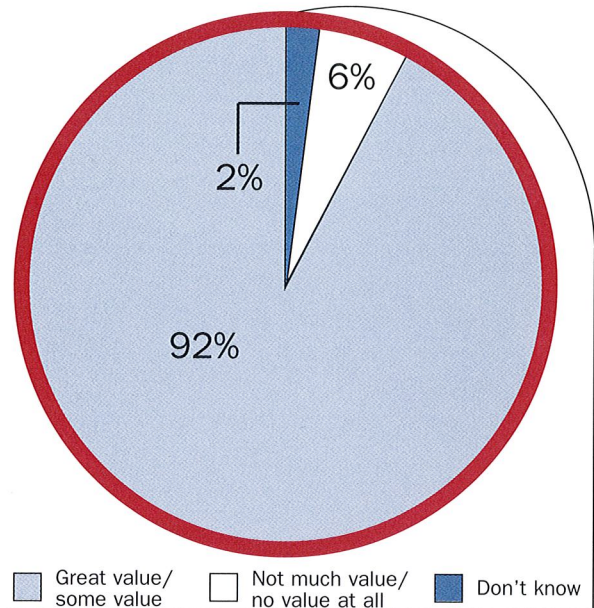


Source: Aggregate 1999
Charlton Research Company

PERCEPTIONS OF TAXPAYER-SUPPORTED MEDICAL AND HEALTH RESEARCH

HEALTH SERVICES RESEARCH IS OF VALUE

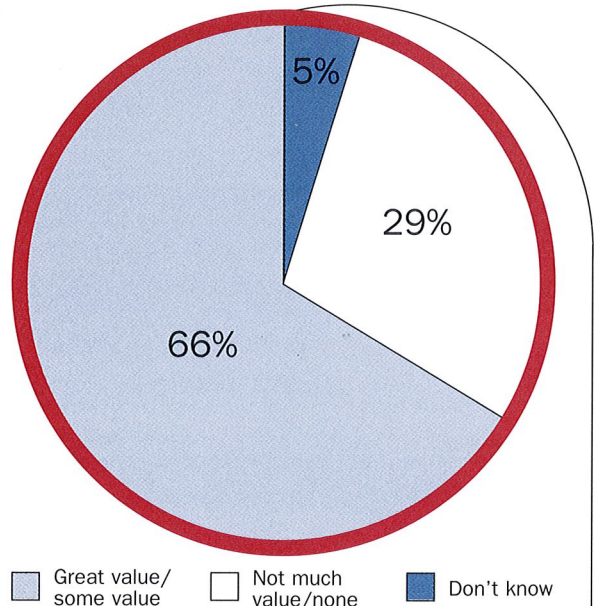
Another kind of research, called health services research, seeks to understand why there are differences in quality of care and outcomes for patients. How do you perceive the value of this kind of research? Would you say it is of...



Source: Aggregate 1999
Charlton Research Company

PUBLIC HEALTH PROGRAMS ARE VALUABLE

For your tax dollar, how much value do you think you receive for public health programs which include research into the prevention of disease, outreach programs about health risks, and education and training of health professionals?



Source: Aggregate Spring 1999
Charlton Research Company

F“From health services and behavioral research to basic and clinical research, the entire health community has benefited from the insight that Research!America's public opinion polls have provided.”

-John M. Eisenberg, M.D.,
Administrator, Agency for
Health Care Policy and
Research

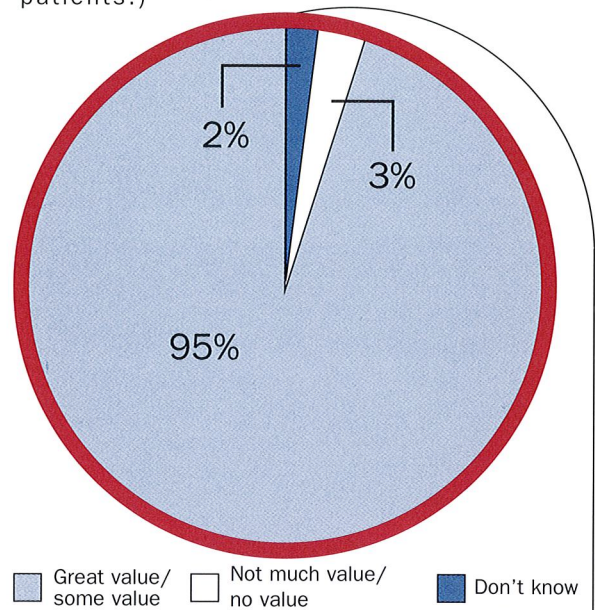
*So what can the data
be used for?*

- Letters to the editor
- Opposite editorials (Op-eds)
- Letters to local chambers of commerce and local government
- Letters to and visits with Senators and Representatives at the state and federal level
- Letters to the President, Vice-President and appointed officials
- Speeches to civic groups, professional societies and volunteer associations
- Talking points for call-in radio talk shows, editorial board meetings and media interviews
- Testimony before Congress
- Gubernatorial/Mayoral proclamations

CLINICAL RESEARCH

CLINICAL RESEARCH IS VALUABLE

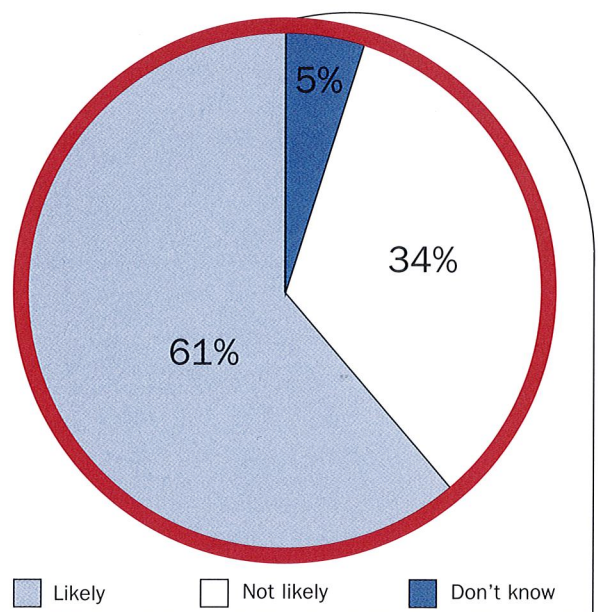
How do you perceive the value of clinical trials research? (In clinical research, volunteers choose to participate in testing of the effectiveness of treatments for improving the care of patients.)



Source: Aggregate Spring 1999
Charlton Research Company

MANY WOULD PARTICIPATE IN A CLINICAL RESEARCH STUDY

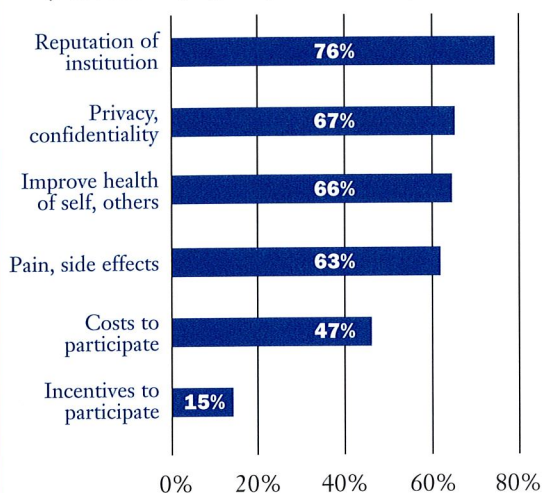
How likely would you be to participate in a clinical research study?



Source: Aggregate Spring 1999
Charlton Research Company

FACTORS AFFECTING PARTICIPATION IN CLINICAL RESEARCH

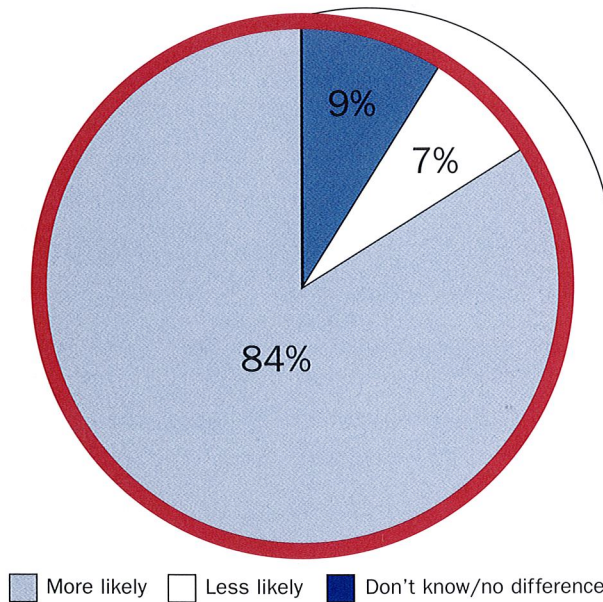
How much of a concern would the following factors be in your decision to participate as a volunteer in a clinical research study? (Percent saying major concern.)



Source: Aggregate Spring 1999
Charlton Research Company

GOOD HOSPITALS CONDUCT RESEARCH AND TRAIN MEDICAL STUDENTS

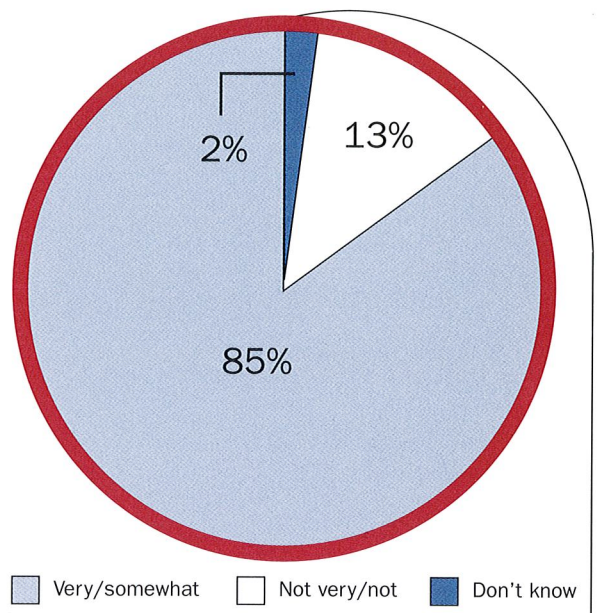
If you knew that a hospital was doing research and training medical students, would that make you more or less likely to think it was a good hospital?



Source: Aggregate 1998
Charlton Research Company

MANY BELIEVE THEIR DOCTOR SHOULD BE INVOLVED IN MEDICAL RESEARCH

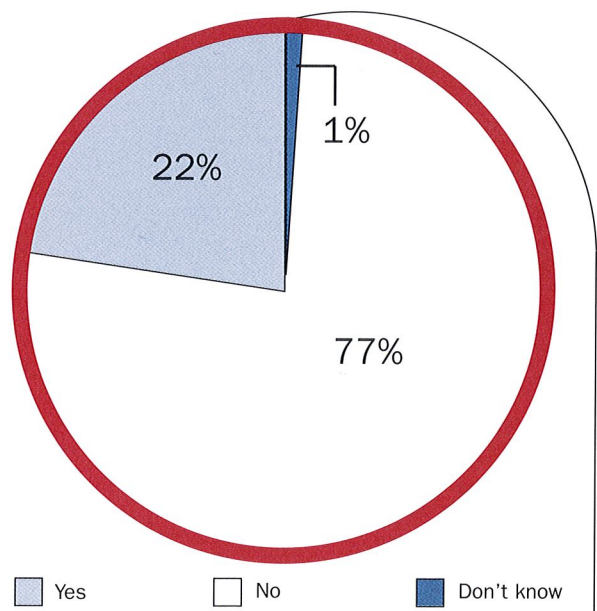
How important is it to you that your doctor be involved in medical research?



Source: Aggregate 1999
Charlton Research Company

FEW HAVE SPOKEN WITH THEIR DOCTOR ABOUT MEDICAL RESEARCH

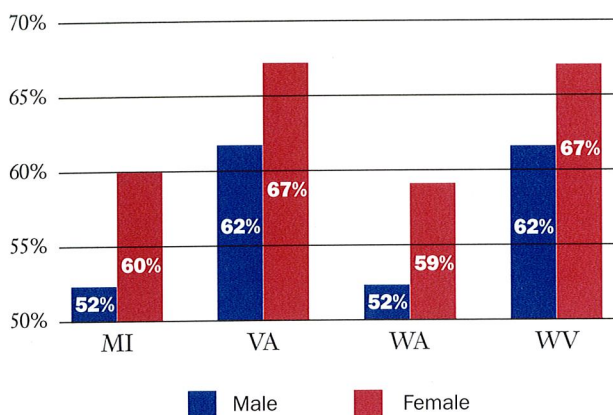
Have you ever spoken with your doctor about medical research?



Source: Aggregate 1999
Charlton Research Company

MEDICAL RESEARCH FUNDING SHOULD BE DOUBLED

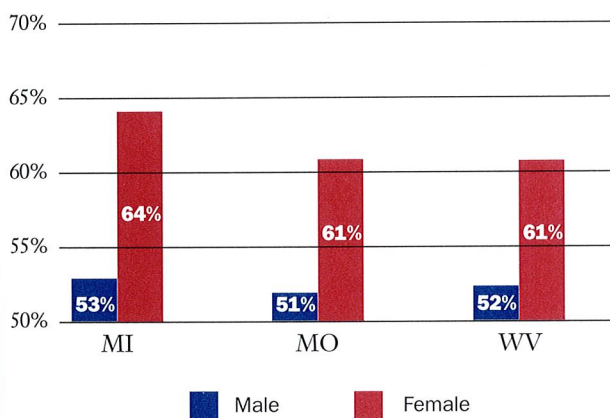
Do you favor or oppose a proposal to double our total national spending on government-sponsored medical research over five years? (Percent saying strongly or somewhat favor)



Source: Aggregate Spring 1998
Charlton Research Company

PARTICIPATION IN CLINICAL RESEARCH

How likely would you be to participate in a clinical research study? (Percent saying very/somewhat likely)

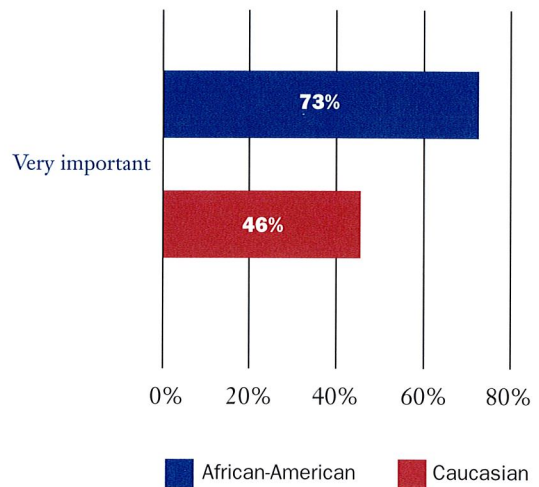


Source: Aggregate Spring 1998
Charlton Research Company

* Gender and race are demographics for which statistically significant differences for the sample size taken are available.

MEDICAL RESEARCH IS IMPORTANT TO STATE'S ECONOMY

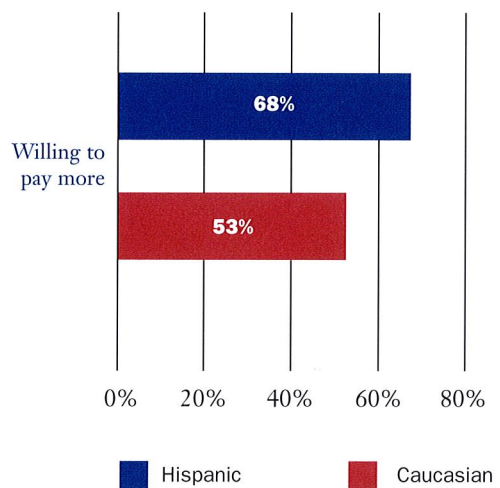
In terms of jobs and income, how important do you think spending money on medical research is to your state's economy?



Source: Illinois, Spring 1999
Charlton Research Company

WILLING TO PAY MORE FOR PRESCRIPTION DRUGS

Would you be willing to pay \$1 more for each prescription drug if all the money would be spent for additional medical research, or not?



Source: Texas, Spring 1998
Charlton Research Company

RESEARCH!AMERICA'S POLL METHODOLOGY

- Telephone poll by random-digit dialing
- Size=800-1000 adults
- Theoretical sampling error is +/- 3.5 percent

Year and State(s) polled

1999

CO, IA, ID, IL, NH, NJ and NM

1998

CT, MI, MS, MO, NY, OK, TN, VA, WA and WV

1997

AK, LA, OH, PA, and WI

1996

CA, FL and TX

1995

National

1994

KY

1993

NC

1992

MD

Harris Interactive provides consultation on Research!America survey questions.

R "Research!America's public opinion polls provide compelling evidence of the very high level of citizen support for medical research, evidence that I cite regularly to help make the case for NIH."

-Representative John Edward Porter (R-IL)

ADDITIONAL RESOURCES

* The following list includes organizations that have commissioned public opinion polls on related issues.

- American Heart Association - <http://www.americanheart.org>
- Association of American Medical Colleges - <http://www.aamc.org>
- Duke University: Terry Sanford Institute of Public Policy - <http://www.pubpol.duke.edu>
- Freedom Forum: Worlds Apart - <http://www.freedomforum.org>
- The Harris Poll - <http://www.harrisinteractive.com>
- National Health Council - <http://www.nhcouncil.org>
- National Patient Safety Foundation - <http://www.ama-assn.org/med-sci/npsf/main.htm>
- National Science Board: Science and Engineering Indicators - <http://www.nsf.gov/nsb>
- National Science and Technology Medals Foundation - <http://www.asee.org/nstmf/>
- Pew Charitable Trusts - <http://www.pewtrusts.com>

I am confident that together we will be able to foster and enlarge America's growing awareness of the importance of medical research, both for today and for the future."

-Steven E. Hyman, M.D.,
Director, National Institute of
Mental Health

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committed citizens can change the world;
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