

AMERICA SPEAKS



POLL DATA
SUMMARY
VOLUME 11

RESEARCH
AMERICA
AN ALLIANCE FOR DISCOVERIES IN HEALTH®

A MESSAGE FROM RESEARCH!AMERICA'S LEADERSHIP

Research!America is proud to present *America Speaks*, Volume 11, highlighting Americans' perspectives on health research. On behalf of the 125 million voices our alliance represents, we extend special thanks to the **United Health Foundation** for its generous support of *America Speaks* since 2001.

America's economic destiny lies in innovation and research. Public opinion polls commissioned by Research!America since 1992 consistently show that Americans understand this, and our latest polls are no exception:

- Most Americans say it is important for the U.S. to be a global leader in health research, yet **a majority think we are losing our competitive edge** in science;
- A majority say prevention and wellness reduce health care costs;
- 84% of Americans say it is important for the U.S. to work to improve health globally through research and development;
- 54% say the amount we invest in medical and health research—5 1/2 cents of each health dollar—is not enough; and
- Americans expect public-private collaboration and bipartisanship in reaching solutions to **help research get the job done**.

We urge you to become familiar with the findings in these pages and use them in your outreach. Research!America is dedicated to keeping research at the heart of the national conversation by **taking Americans' pulse on research and health** and sharing our findings with our members, the public, policy makers and others. We will continue to show the strong **ties between research and health gains, job creation and economic competitiveness**. Americans want a greater U.S. commitment to research—and deserve no less.

{ Washington, DC, November 2010 }



Hon. John Edward Porter
CHAIR
RESEARCH!AMERICA



Mary Woolley
PRESIDENT
RESEARCH!AMERICA

All polling in this publication was conducted by Chariton Research Company for Research!America.

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Look for these indicators throughout this publication:

NEW QUESTION

*Not previously asked
by Research!America.*

TREND CHANGE

*Indicates significant
change from previous
years.*

LEADERSHIP & COMPETITIVENESS

“Innovation has an extremely important role to play in getting us out of this economic crisis. Innovation in research creates a strong competitive advantage. Research is an investment, not an expense.”

Chris Viehbacher
CEO
SANOFI-AVENTIS

U.S. Competitive Edge in Innovation

*Do you agree or disagree with the following statement?
“The U.S. is losing its global competitive edge in science, technology and innovation.”*



34% Strongly agree
51% Somewhat agree
13% Somewhat disagree
2% Strongly disagree

Source: National Poll, May 2010.

U.S. Should Be a Global Leader in Research to Improve Health

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



69% Very important
24% Somewhat important
1% Not important
6% Don't know

Source: Research Enterprise Poll, February 2010.

NEW QUESTION

U.S. Should Be Global Leader in Bringing Medicines to Market

How important do you think it is that the U.S. is a global leader in bringing new medicines to market?



63% Very important
29% Somewhat important
2% Not important
6% Don't know

Source: Research Enterprise Poll, February 2010.

STEM Education Very Important to U.S. Competitiveness

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: Your Candidates-Your Health Poll, August 2010.

NEW QUESTION

Americans Believe U.S. Should Keep Pace on Research Investment

Many governments have set a goal to spend 3% of GDP on research and development, and some, including Japan and Korea, have already exceeded this goal. How important do you think it is for the U.S. to achieve this goal?



46% Very important
41% Somewhat important
11% Not too important
2% Not at all important

Source: Your Candidates-Your Health Poll, August 2010.

“Science requires three things: institutions, the very best people and money. These things come together to create the future. We haven’t created that future yet.”

David Baltimore, PhD
NOBEL LAUREATE

R&D: INVESTMENT & ECONOMIC IMPACT

“If we devote resources to medical research, we will save countless lives and trillions of dollars.”

G. Thompson Hutton
TRUSTEE AND CEO, GEOFFREY
BEENE FOUNDATION

TREND CHANGE

The “Very important” responses have increased.

Americans Think Research is Very Important to U.S. Economy

*How important do you think research is to the U.S. economy?
Is it very important, somewhat important, not too important or not at all important?*



69% Very important
29% Somewhat important
2% Not too important

Source: National Poll, May 2010.

NEW QUESTION

Americans Think R&D is Important to Their State's Economy

How important do you think research and development is to your state's economy?



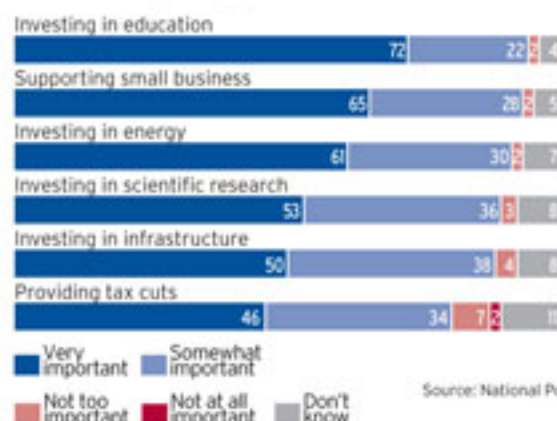
48% Very important
43% Somewhat important
8% Not too important
1% Not important at all

Source: Your Candidates-Your Health Poll, August 2010.

NEW QUESTION

Scientific Research is Important for Job Creation and Economic Recovery

How important is each of the following to job creation and economic recovery? (% response)



Source: National Poll, May 2010.

NEW QUESTION

Accelerating Investment in Research is a High Priority

No matter where you stand on the health reform bill, as the nation implements health reform, how much of a priority is it to accelerate our nation's investment in research to improve health?



17% Top priority
62% High priority
19% Low priority
2% Not a priority at all

Source: National Poll, May 2010.

Americans Willing to Pay More for Research to Improve Health

Would you be willing to pay \$1 per week more in taxes if you were certain that all the money would be spent for additional research to improve health, or not?



55% Willing to pay more
39% Not willing to pay more
6% Don't know

Source: National Poll, May 2010.

“Diseases do not respect election cycles; they continue inexorably.”

Jack Watters, MD

VICE PRESIDENT FOR EXTERNAL MEDICAL AFFAIRS
PFIZER INC

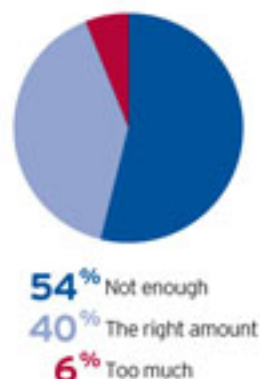
Less Than 6¢ of Every Health Dollar is Spent on Research



Sources: Research!America issue paper, 2009 Investment in U.S. Health Research, 2010; Centers for Medicare & Medicaid Services, The Nation's Health Dollar, 2008, 2010.

U.S. is Not Spending Enough on Research

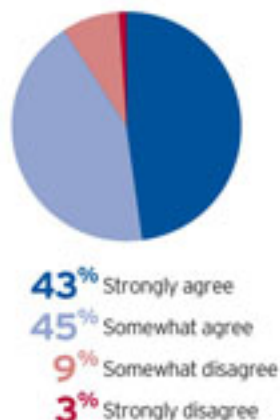
The U.S. spends 5 and a half cents of each health dollar on research to prevent, cure and treat disease and disability. Do you think that is too much, the right amount or not enough?



Source: National Poll, May 2010.

Most Agree That Basic Research is Necessary

Do you agree or disagree with the following statement? "Even if it brings no immediate benefits, basic scientific research that advances the frontiers of knowledge is necessary and should be supported by the federal government."



Source: Your Candidates-Your Health Poll, August 2010.

TREND CHANGE

More respondents said research is "Part of the solution."

Research is Part of the Solution to Rising Health Care Costs

When it comes to rising health care costs, would you say research to improve health is part of the problem or part of the solution?



Source: Your Candidates-Your Health Poll, August 2010.

TREND CHANGE

Those "Willing to pay more" decreased from 2007.

Americans Willing to Pay \$1 More Per Prescription for Research

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



56% Willing to pay more
37% Not willing to pay more
7% Don't know

Source: National Poll, May 2010.

NEW QUESTION

Military Health Research Investment Good Use of Tax Dollars

Do you agree or disagree with the following statement?

"The U.S. military investment in research to improve health for service members and veterans is a good use of my tax dollars."



40% Strongly agree
47% Somewhat agree
10% Somewhat disagree
3% Strongly disagree

Source: Your Candidates-Your Health Poll, August 2010.

TREND CHANGE

Responses for "Strongly favor" have decreased.

Most Americans Support Expanding Funding for Embryonic Stem Cell Research

Do you favor or oppose expanding federal funding for research using embryonic stem cells?



34% Strongly favor
36% Somewhat favor
16% Somewhat oppose
14% Strongly oppose

Source: Your Candidates-Your Health Poll, August 2010.

“War has brought civilian and military medicine together. I wouldn’t have survived my injury if it had happened five years earlier.”

Bob Woodruff
ABC NEWS

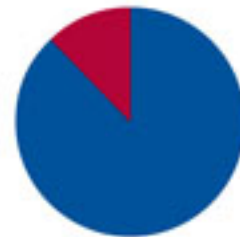
GETTING THE JOB DONE

“Science is not a 100-yard dash. It is a marathon—a marathon run by a relay team that includes researchers, patients, industry experts, lawmakers and the public. Thanks to discoveries funded through NIH appropriations, we have covered a lot of distance in this marathon.”

Francis Collins, MD, PhD
DIRECTOR
NATIONAL INSTITUTES OF HEALTH

Public-Private Partnerships are a Good Idea

Pharmaceutical companies sometimes fund research conducted in conjunction with universities, hospitals and other institutions. Do you think this is a good idea, or a bad idea?



88% Good idea
12% Bad idea

Source: Research Enterprise Poll, February 2010.

Research Institutions Should Work Together

Do you think the institutions conducting medical and health research in this country, such as government, universities and private industry, should work together to develop new treatments and cures, or not?



94% Should work together
6% Should not work together

Source: Research Enterprise Poll, February 2010.

NEW QUESTION

Important for Congress to Work Together on Research Issues

How important do you think it is for Members of Congress to work on a bipartisan basis with civility and respect for one another to make research to improve health a top national priority?



58% Very important
30% Somewhat important
8% Not too important
4% Not at all important

Source: Your Candidates-Your Health Poll, August 2010.

NEW QUESTION

Important for Congress to Support Funding for Improving FDA Approval

Some people say the FDA needs to fund university-based experts to help improve the approval process for pharmaceuticals and other medical products. How important do you think it is for the U.S. Congress to support this funding?



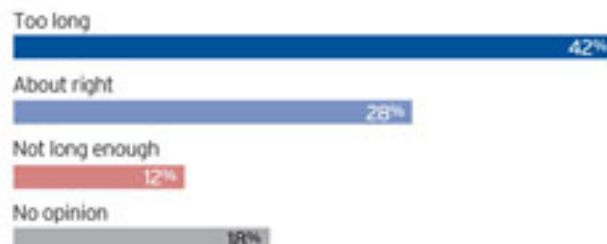
48% Very important
44% Somewhat important
8% Not important

Source: Research Enterprise Poll, February 2010.

NEW QUESTION

Many Americans Say FDA Approval Time is Too Long

Would you say that the average amount of time it takes for the FDA to approve a drug, biological product or medical device and allow it to be sold to consumers is too long, about right, or not long enough, or do you not know enough about this to have an opinion?



Source: Your Candidates-Your Health Poll, August 2010.

“As a nation, we’d be foolhardy not to be developing the field of regulatory science and making it more robust.”

Margaret Hamburg, MD
COMMISSIONER, FOOD AND DRUG
ADMINISTRATION

CLINICAL RESEARCH

“Imagine individualized treatment: the right care for the right person at the right time, every time.”

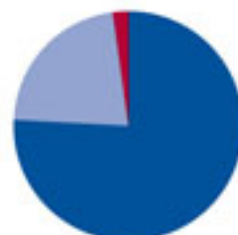
Carolyn M. Clancy, MD
DIRECTOR, AGENCY FOR HEALTHCARE RESEARCH AND QUALITY

TREND CHANGE

The “Great value” responses increased.

Clinical Research is a Great Value

One kind of research, often referred to as clinical trials, is clinical research. In this, patients choose to participate to test the safety and effectiveness of certain treatments, drugs or devices. How important is this kind of research? Would you say it is of...



76% Great value
22% Some value
2% Not much value

Source: Research Enterprise Poll, February 2010.

Most Americans Have Not Participated in Clinical Research

Have you or anyone in your family ever participated in clinical research?



14% Yes
86% No

Source: Research Enterprise Poll, February 2010.

Many Americans Likely to Volunteer for Clinical Research

Please consider your own possible participation as a volunteer in clinical research. How likely would you be to participate in a clinical research study?



29% Very likely
47% Somewhat likely
19% Not likely
5% Would not participate

Source: Research Enterprise Poll, February 2010.

NEW QUESTION

Americans Willing to Share Personal Information for Health Research

Assuming that appropriate privacy protections were used, would you be willing to share your personal health information so researchers can better understand diseases and develop new ways to prevent, treat and cure them?

Yes



No



Source: National Poll, May 2010.

“And even as more Americans are living longer and better lives than ever before, we still have a ways to go. The future holds the potential for even more valuable breakthroughs and our ability to use these technologies. New sciences like genomics and better information technology hold the promise of truly personalized medicine—health care that is truly effective in preventing the complications of diseases and even preventing illnesses in the first place.”

Mark McClellan, MD, PhD

FORMER ADMINISTRATOR, CENTERS FOR MEDICARE & MEDICAID SERVICES; FORMER COMMISSIONER, FOOD AND DRUG ADMINISTRATION

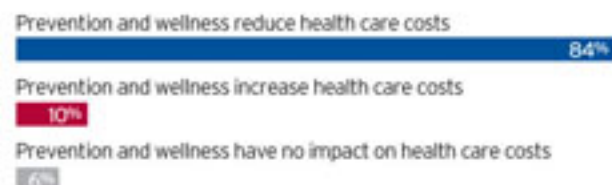
PUBLIC HEALTH, PREVENTION & GLOBAL HEALTH

“In addition to the hidden burden of disease, global health research has also allowed us to study transmission of these diseases within and among our own communities.”

Peter J. Hotez, MD, PhD
GEORGE WASHINGTON UNIVERSITY
SCHOOL OF MEDICINE AND
PAUL G. ROGERS SOCIETY FOR
GLOBAL HEALTH RESEARCH
AMBASSADOR

Prevention and Wellness Reduce Health Care Costs

Which of the following statements most closely matches your view of prevention and wellness?



Source: Your Candidates-Your Health Poll, August 2010.

NEW QUESTION

Most Believe Research for Health Equity is Important

Certain health issues are more prevalent among people with lower incomes or among certain racial and ethnic populations. How important do you feel it is to conduct research to understand and eliminate these differences and achieve health equity?



43% Very important
41% Somewhat important
11% Not too important
5% Not at all important

Source: Your Candidates-Your Health Poll, August 2010.

Americans See Value in Preventing Disease

Which do you think is most valuable, research on how to prevent disease or research on how to cure and treat disease?



- 49% Research on preventing disease
- 42% Research on curing and treating disease
- 7% Both/equally important
- 2% Don't know

Source: Vaccines National Poll, November 2008.

NEW QUESTION

Americans Willing to Share Health Information for Public Health

Assuming that appropriate privacy protections were used, would you be willing to share your personal health information so public health officials can better track disease and disability and the causes?



- 73% Yes
- 27% No

Source: National Poll, May 2010.

NEW QUESTION

U.S. Should Contribute to Global Health R&D

How important would you say it is that the U.S. work to improve health globally through research and development?



- 36% Very important
- 48% Somewhat important
- 12% Not too important
- 4% Not at all important

Source: Your Candidates/Your Health Poll, August 2010.

“It’s shocking how little research is directed toward the diseases of the world’s poorest countries. By harnessing the world’s capacity for scientific innovation, I believe we can transform health in the developing world and save millions of lives.”

Bill Gates

CO-CHAIR
THE BILL & MELINDA GATES FOUNDATION

VACCINES

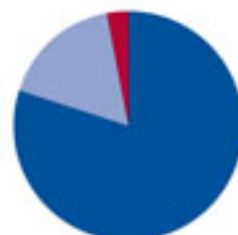
“We need everyone to recognize vaccines as a cornerstone of prevention.”

Kathleen Sebelius
SECRETARY
DEPARTMENT OF HEALTH AND
HUMAN SERVICES

NEW QUESTION

Vaccines are Very Important to Society's Health Today

Thinking about the common vaccines available today such as polio, tetanus, measles and flu, how important do you believe vaccines are to the health of our society today?



80% Very important
17% Somewhat important
3% Not important

Source: Vaccines National Poll, November 2008.

NEW QUESTION

Americans Confident in Safety of Vaccines

In general, how confident are you in the safety of vaccines used today?



46% Very confident
44% Somewhat confident
9% Not confident
1% Don't know

Source: Vaccines National Poll, November 2008.

NEW QUESTION

Most Americans Agree: Vaccines Pose Less Risk than Disease

Do you agree or disagree that vaccines pose more of a risk than the diseases they are meant to prevent?



76% Disagree
20% Agree
4% Don't know

Source: Vaccines National Poll, November 2008.

NEW QUESTION

Americans Say They Have Benefited from Vaccine Development

Do you believe that you have personally benefited from the development of vaccines over the last 50 years?

Yes



No

8%

Don't know

2%

Source: Vaccines National Poll, November 2008.

NEW QUESTION

U.S. Should Continue to Vaccinate Against Diseases

Some people say: that many childhood diseases have disappeared and there is not the need for vaccines to protect against them today.

Other people say: that discontinuing vaccines in other countries has led to increases in hospitalizations and deaths, and that old childhood diseases will return without the vaccines.

Which of these statements comes closer to your view?



68% Continue vaccines
25% Discontinue vaccines
7% Don't know

Source: Vaccines National Poll, November 2008.

“The best way to protect yourself and your family from the flu is to get vaccinated each and every year. Today no one needs to ask, ‘Should I get the vaccine?’ The answer for everyone is ‘yes.’”

Thomas R. Frieden, MD, MPH
DIRECTOR
CENTERS FOR DISEASE CONTROL AND PREVENTION

Research!America began commissioning polls in 1992 in an effort to understand public support for medical, health and scientific research. The results of Research!America's polls have proven invaluable to our alliance of member organizations and, in turn, to the fulfillment of our mission to make research to improve health a higher national priority. In response to growing usage and demand, Research!America has expanded its portfolio, which includes state, national and issue-specific polling. Poll data is available by request or at www.researchamerica.org.

Survey Methodology

Online polls are conducted with a sample size of 800-1000 adults (age 18+) and a maximum theoretical sampling error of +/- 3.5 percent. Data are demographically representative of adult U.S. residents.

All polling in this publication was conducted by Charlton Research Company for Research!America. Charlton Research is a public opinion research and strategy firm with offices in the San Francisco Bay Area and Washington DC. The firm has been conducting public opinion research for twenty-seven years on issues such as: corporate reputation, values, taxes, regulatory reform, crime, the economy, social concerns, foreign policy, the environment, health, education and health care reform. By combining research efforts with public policy insights, Charlton Research helps clients implement effective message-driven initiatives or public education campaigns, as well as mass media and grass-roots marketing and communications strategies.



Eighteen years of Research!America polling shows that Americans place a high value on our leadership and investment in medical, health and scientific research. Yet in an August 2010 poll, few Americans said they were very well informed about their senators' and representatives' positions on research.

Research!America's award-winning initiatives, **Your Candidates-Your Health** and **Your Congress-Your Health**, are constituent education programs focused on research to improve health. The National Alliance for Hispanic Health provides Spanish language content for both sites. In 2011, **Your Congress-Your Health** is asking the 112th Congress to let Americans know where they stand on research for health.

Strong Results—and Momentum is Growing

- Media coverage of the 2008 initiative and the importance of research as an election issue reached 110 million Americans.
- **Your Candidates-Your Health** and **Your Congress-Your Health** have both received awards from leading regional and international communications and advocacy organizations.



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