

volume 14

america speaks

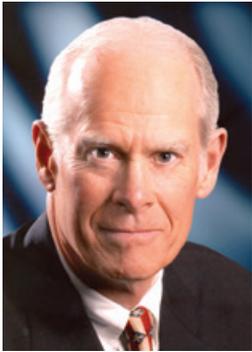
polling data reflecting the views of Americans on medical, health and scientific research



**RESEARCH
AMERICA**
AN ALLIANCE FOR DISCOVERIES IN HEALTH™
COMMEMORATING **25** YEARS

messages

from Research!America's Leadership



Hon. John Edward Porter
CHAIR
RESEARCH!AMERICA



Mary Woolley
PRESIDENT AND CEO
RESEARCH!AMERICA

In commemoration of Research!America's 25th anniversary, we're proud to present *America Speaks*, Volume 14, a compilation of new and noteworthy public opinion polling data that sheds light on Americans' attitudes toward medical, health and scientific research. For this special edition, we're extremely pleased to have the support of the American Medical Association, one of the founding members of Research!America and a valued partner.

Advocacy for research is critically important this year as congressional candidates engage with voters on issues that will take precedence on their agendas if elected. Our poll findings are a forceful reminder that many Americans believe that medical innovation is the answer to our fiscal and health challenges, unleashing medical breakthroughs, spurring commercial applications and creating jobs. Polls also remind us that people hope and expect that research will deliver on its promise of better health and quality of life. During election season, Americans have an opportunity to pose questions, tell personal stories

and share polling data with candidates to elevate research for health in the national conversation. The candidates will be listening! The more often candidates hear that Americans value research as a weapon to combat disease, strengthen the economy and solidify our global leadership in science and technology, the higher the likelihood they will support robust federal investments in research for health now and in the future; the more likely they will be to enact policies that make evidence-based medical care and prevention the standard care; and the more likely they will be to enact policies that assure our nation's pre-eminence in research and innovation.

Among recent polling results:

- » 66% of Americans say it's important for candidates running for office to assign a high priority to funding medical research.
- » 74% of Americans want to know whether their candidates for Congress support medical and scientific research.

from the American Medical Association

- » 80% of Americans say it's important that our nation supports research that focuses on improving how our health care system is functioning.
- » 61% of Americans agree that the federal government must increase investments in medical and health research now to ensure that the U.S. can compete globally.

So much promise lies ahead in eradicating deadly and disabling diseases, yet policies and resources are not keeping pace with scientific opportunity. We urge our nation's elected leaders to seize the moment and demonstrate their support for putting research to work to improve the health and economic security of all Americans. And we urge all Americans to speak out for making research a top national priority this election year.



The American Medical Association congratulates Research!America on its 25th anniversary. The medical research its advocacy has enabled during the past 25 years has paved the way for significant advancements in such important areas as stem cell research, drug therapies and the human genome. These advances are changing how physicians care for their patients and practice medicine.

The AMA is proud to be a founding member of Research!America and pleased to be a supporting sponsor of this year's *America Speaks*. Biomedical research to improve health and health care is vital to the AMA's core mission of improving the art and science of medicine and the betterment of public health.

Like Research!America, the AMA believes that funding biomedical research and innovation in this country is not a discretionary expenditure, it is an essential investment. Failure to make this investment will stall the progress researchers are making on so many fronts and set us back for decades to come.

The AMA is keenly focused on three ambitious goals designed to shape a better future for the nation's patients, physicians and medical students:

- » Improving health outcomes for patients while reducing health care costs,
- » Improving opportunities for physicians to provide high-quality care in a sustainable and professionally satisfying environment, and
- » Improving training for medical students that enables them to transition seamlessly into 21st century medicine.

Our work, like that of Research!America, is grounded in research and partnerships that provide empirical evidence from which the AMA can help reshape health care delivery and improve the health of the nation.

The AMA is proud to support Research!America and we look forward to the future advancements that will be made during the next quarter century. The AMA congratulates John Porter, Mary Woolley and the entire staff at Research!America for 25 great years. Keep up the good work. America's physicians and patients are counting on you!



James L. Madara, MD
CHIEF EXECUTIVE OFFICER &
EXECUTIVE VICE PRESIDENT
AMERICAN MEDICAL
ASSOCIATION

- 3** *election-year priorities*
- 5** *research funding*
- 7** *connecting the dots*
- 9** CASE STUDY 1 [*the view of small business leaders*
- 11** *accelerating progress*
- 13** CASE STUDY 2 [*clinical research and clinical trials*
- 16** *methodology*
- 17** *research! america board of directors*

Look for this indicator throughout this publication:



new question
Not previously asked by Research!America.

[Due to rounding, the total may not add to 100% on some charts.

contents



[election-year priorities

Officials Aren't Paying Enough Attention to Deadly Diseases

Do you agree or disagree that elected officials in Washington are paying enough attention to combating the many deadly diseases that afflict Americans?

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics, with support from the American Society of Hematology, in November 2013.



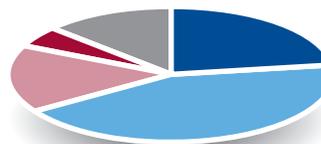
20% Agree
53% Disagree
28% Not sure



Two-Thirds Say Candidates Should Prioritize Medical Research Funding

2014 is an election year for congressional candidates. How important is it for candidates running for office to assign a high priority to funding medical research?

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics, with support from the American Society of Hematology, in November 2013.



23% Very important
43% Somewhat important
16% Not very important
5% Not at all important
13% Not sure

Important for Elected Officials to Listen to Scientists

How important would you say it is that elected officials and candidates at all levels listen to advice from scientists about better ways to combat disease and disabilities?

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2014.



50% Very important
32% Somewhat important
7% Not very important
3% Not at all important
9% Not sure



Three-Quarters Say It's Important to Know Where Candidates Stand

How important is it for you to know whether your candidates for Congress are supportive of scientific and medical research?

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2014.

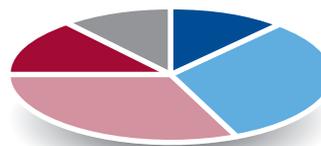


- 32% Very important
- 42% Somewhat important
- 10% Not very important
- 3% Not at all important
- 12% Not sure

Most Not Well Informed on Elected Officials' Positions on Research

How well informed would you say you are about the positions of your senators and representative when it comes to their support of medical and scientific research?

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2014.



- 12% Very well informed
- 31% Somewhat informed
- 32% Not very well informed
- 14% Not at all informed
- 11% Not sure

“If we really believe that this is a noble enterprise, that we’re engaged in something that is as important as the health of you and your family and of the rest of the nation, and if it’s the way we’re going to pull our economy back out of some difficult spots — which the evidence is very strong for — we should be making a lot of noise.”

FRANCIS COLLINS, MD, PHD

Director, National Institutes of Health



research funding

A Plurality Would Pay More for Research

Would you be willing to pay \$1 per week more in taxes if you were certain that all of the money would be spent on additional medical research?

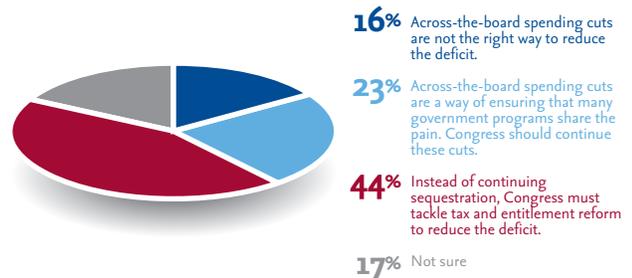
Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics, with support from the American Society of Hematology, in November 2013.



Plurality: Eliminate Sequestration, Begin Tax and Entitlement Reform

Which comes closer to your view?

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics, with support from the American Society of Hematology, in November 2013.



“Sustained investment in — and supportive policy for — medical research leads to longer and healthier lives for all Americans. In the coming years, diseases such as Alzheimer’s will push health care costs ever higher; research can help alter that course.”

REP. CHAKA FATTAH (D-PA)



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: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics, with support from the American Society of Hematology, in November 2013.



27% Strongly agree
43% Somewhat agree
11% Somewhat disagree
5% Strongly disagree
15% Not sure

Important to Fund Research on U.S. Health Care System

How important is it that our nation supports research that focuses on improving how our health care system is functioning?

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics, with support from the American Society of Hematology, in November 2013.



35% Very important
45% Somewhat important
7% Not very important
4% Not at all important
10% Not sure

“Our threats to health are not coming down by 5% per year. Our opportunities to make progress are not coming down by 5% a year. So from my standpoint, as CDC director where our role is to work 24/7 to protect Americans from threats, I have to say, well, for every bit we’re not able to invest, we’re less able to protect people.”

TOM FRIEDEN, MD, MPH

Director, Centers for Disease Control and Prevention



*connecting
the dots*

Three-Quarters Say Research Leads to Jobs and Economic Recovery

How important is investing in research to job creation and economic recovery?

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics, with support from the American Society of Hematology, in November 2013.

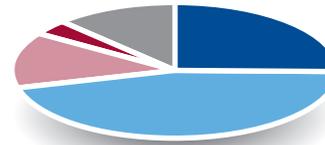


37% Very important
38% Somewhat important
11% Not very important
3% Not at all important
10% Not sure

U.S. Must Increase Investments in Research to Compete Globally

Do you agree or disagree with the following statement? “The federal government must increase investments in medical and health research now to ensure that the U.S. can compete globally.”

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics, with support from the American Society of Hematology, in November 2013.



21% Strongly agree
40% Somewhat agree
18% Somewhat disagree
6% Strongly disagree
15% Not sure

“America’s demonstrated leadership in science and technology is under threat. Companies are finding a more conducive environment abroad, as are scientists who seek answers to diseases that affect us all. While the U.S. is competitive globally, we must work to ensure it remains the leader.”

REP. FRANK WOLF (R-VA)



Research is Part of the Solution to 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: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics, with support from the American Society of Hematology, in November 2013.



51% Part of the solution
20% Part of the problem
29% Not sure



Many Believe Government Should Prioritize STEM Education, Careers

Do you agree or disagree that the federal government should assign a higher priority to improving education focused on science, technology, engineering and mathematics and careers in those fields?

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2014.



35% Strongly agree
38% Somewhat agree
8% Somewhat disagree
4% Strongly disagree
15% Not sure

“If you lose these kids who are so smart and so talented, who’s going to be the next generation that continues to spur on biomedical research and the prevention and cures we seek in this country? The pharmaceutical companies will look everywhere in the world. Trust me, we’re not limited. But we want to see — as Americans — the U.S. to continue to be the leaders. And what I’m seeing, because of a variety of factors, we’re losing that generation, and that’s a real problem.”

WILLIAM HAIT, MD, PHD

Global Head, Janssen Research & Development, LLC



CASE STUDY 1:

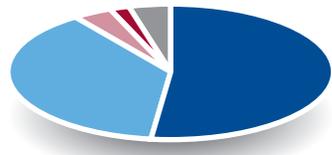
the view of small business leaders



**Nine in 10 Small Business Owners:
R&D Important to Competitiveness**

How important do you think research and development is to global competitiveness?

Source: A Research!America online survey of small business owners conducted in partnership with Zogby Analytics in February 2013.



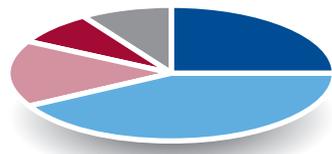
52% Very important
38% Somewhat important
4% Not too important
2% Not at all important
4% Not sure



**Government Research Important
to Private Sector Innovation**

How important is basic research funded by the federal government to private sector innovation?

Source: A Research!America online survey of small business owners conducted in partnership with Zogby Analytics in February 2013.



25% Very important
42% Somewhat important
16% Not too important
8% Not at all important
9% Not sure

“Small health care biotech provide the innovation for large pharma’s products for future generations. Reduction in health care research stagnates the supply of new medical treatments placing the pharmaceutical industry and the nation’s health in jeopardy.”

BOB McNALLY, PHD

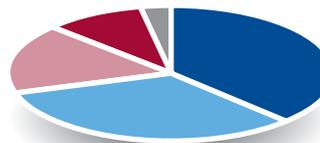
President and CEO, GeoVax, Inc.



STEM Education Important for Small Business Owners

How important do you believe STEM (science, technology, engineering and math) education is to the future of businesses like yours?

Source: A Research!America online survey of small business owners conducted in partnership with Zogby Analytics in February 2013.



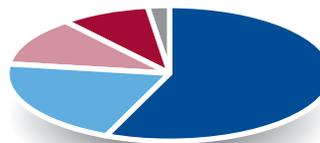
38% Very important
33% Somewhat important
17% Not too important
10% Not at all important
3% Not sure



Rising Cost of Health Care is Critical for Small Business Owners

How important is the rising cost of health care to businesses like yours?

Source: A Research!America online survey of small business owners conducted in partnership with Zogby Analytics in February 2013.



57% Very important
21% Somewhat important
12% Not too important
9% Not at all important
2% Not sure



Plurality: Medical Research Should Not Be Cut as Part of Sequestration

Do you believe medical research funding, most of which is distributed to universities and other non-governmental research institutions and businesses based on their R&D grant proposals, should be cut as part of sequestration?

Source: A Research!America online survey of small business owners conducted in partnership with Zogby Analytics in February 2013.



35% Yes
45% No
20% Not sure



accelerating progress

Patients Willing to Share Health Information for a Variety of Reasons

Please indicate your willingness to share your personal health information, assuming that appropriate privacy protections are in place.

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.

SO RESEARCHERS CAN BETTER UNDERSTAND DISEASES AND DEVELOP NEW WAYS TO PREVENT, TREAT AND CURE THEM



TO ADVANCE MEDICAL RESEARCH



SO HEALTH CARE PROVIDERS CAN IMPROVE PATIENT CARE



SO PUBLIC HEALTH OFFICIALS CAN BETTER TRACK DISEASE AND DISABILITY AND THE CAUSES

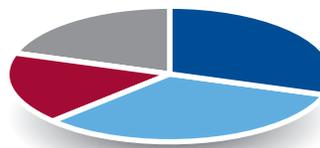


■ Yes ■ No ■ Not sure

Opinions Split on Whether FDA Should Speed Drug Approval

Please indicate which of the following statements comes closer to your view.

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.



30% Some people say the Food and Drug Administration (FDA) should move more quickly in order to get new treatments to patients, even if it means there may be risks.

33% Other people say the FDA should act more slowly in order to reduce risk, even if it means patients may wait for treatments.

17% Neither

20% Not sure



Nearly Half Say We Aren't Making Enough Medical Progress

Do you believe we are making enough progress in medical research in the U.S.?

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.



Less Than Half Believe Services Based on Most Recent Research

Do you believe that the health care services you receive are based on the best and most recent research available?

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.



“I really do think this is a critical time for our nation to really look at what is our national strategy to advance biomedical product innovation. Are we doing all the things that are necessary? Can we do more? And I think we’re watching other nations really take on this challenge, and we need to be leading the path.”

MARGARET HAMBURG, MD

Commissioner, Food and Drug Administration



CASE STUDY 2:

*clinical research
and clinical trials*



Americans are Interested in Clinical Trials

Do you agree or disagree with each of following statements?

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.

I AM INTERESTED IN FINDING OUT MORE ABOUT TAKING PART IN CLINICAL TRIALS



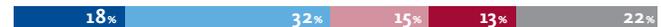
I WOULD TAKE PART IN A CLINICAL TRIAL IF I WAS ASKED BY SOMEONE I TRUST



TAKING PART IN A CLINICAL TRIAL IS AS VALUABLE TO OUR HEALTH CARE SYSTEM AS GIVING BLOOD



I WOULD RECOMMEND TAKING PART IN A CLINICAL TRIAL TO MY FRIENDS AND FAMILY

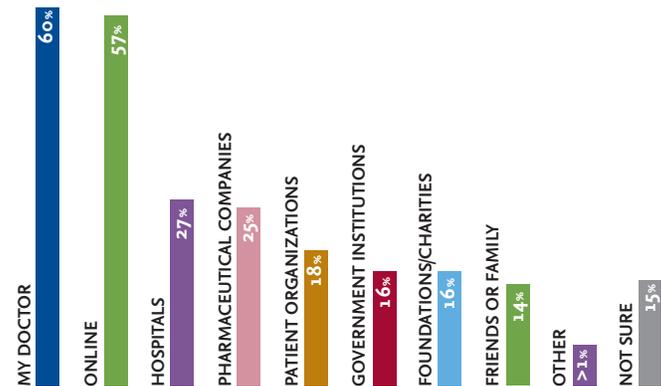


■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree
 ■ Not sure

Physicians, Internet are Preferred Sources of Information on Clinical Trials

Where would you go to get information about clinical trials? (multiple responses allowed)

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.





Most Americans Have Not Participated in Clinical Trials

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

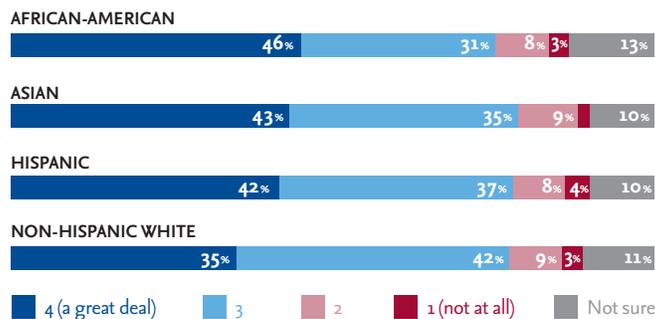
Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.



Americans Admire Clinical Trial Volunteers

On a scale of 1 to 4, how much do you admire people who volunteer for clinical trials?

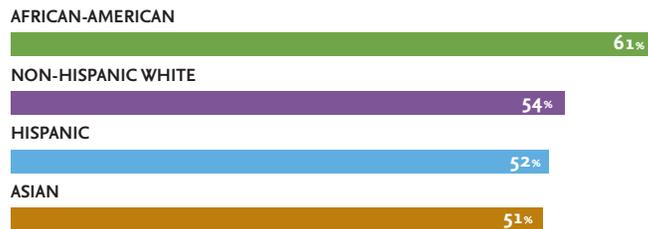
Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.



Lack of Trust a Major Barrier to Participation in Clinical Trials

Which of the following do you think is a reason that individuals don't participate in clinical trials? (percentage saying lack of trust)

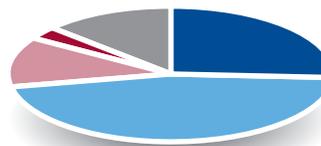
Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.



Physician Recommendations Matter to Potential Participants

If your doctor found a clinical trial for you and recommended you join, how likely would you be to participate in a clinical trial?

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.



26% Very likely
46% Somewhat likely
12% Not likely
3% Would not participate
13% Not sure



Reputation, Coverage of Injury are Key Factors for Participation

How important would each of the following factors be in your decision to participate as a volunteer in a clinical trial?

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.

REPUTATION OF PEOPLE OR INSTITUTION CONDUCTING THE RESEARCH



WHETHER YOU WOULD HAVE MEDICAL BILLS COVERED IF YOU HAD AN INJURY FROM THE STUDY



OPPORTUNITY TO POSSIBLY IMPROVE YOUR OWN HEALTH



PRIVACY AND CONFIDENTIALITY ISSUES



OPPORTUNITY TO IMPROVE THE HEALTH OF OTHERS



Very important Somewhat important Not very important Not at all important Not sure

“Clinical research is extremely important in evaluating new therapies for cardiovascular disease and has proven to have enormous impact on daily clinical practice yet few Americans participate in such research. Increased participation will enable researchers to advance new approaches to the prevention and treatment of diseases that continue to exact a tremendous emotional and financial toll on families.”

NANCY BROWN

CEO, American Heart Association

Research!America began commissioning polls in 1992 in an effort to understand public attitudes toward medical, health and scientific research, and this informs our advocacy. 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. More poll data is available by request or at www.researchamerica.org.

Survey Methodology

Online polls are conducted with a sample size of 800-1,052 adults (age 18+) and a maximum theoretical sampling error of +/- 3.2%. Data are demographically representative of adult U.S. residents. Polling in this publication was conducted by Zogby Analytics.

The survey of small business owners was conducted with a sample size of 203 respondents and a maximum theoretical sampling error of +/- 7.0%.

Sample sizes and theoretical sampling errors for the minority oversampling of the clinical trials poll are as follows:

- African-American: sample size, 403; margin of error, +/- 5.0%
- Asian: sample size, 300; margin of error, +/- 5.7%
- Hispanic: sample size, 406; margin of error, +/- 5.0%
- Non-Hispanic White: sample size, 684; margin of error, +/- 3.8%

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Chief Executive Officer, American Cancer Society

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