



Poll Data

BOOKLET : VOL 3

Research!America
AN ALLIANCE FOR DISCOVERIES IN HEALTH®

Letter from the Chair & President

Public opinion is a powerful tool. Time and again we've found that poll data make a huge impact on the thinking and decisions of policy makers. After the tragic events of September 11, 2001, we conducted a special round of public opinion polling. The data revealed that now, more than ever, Americans look to research to help protect our nation.

Research!America has conducted national and state public opinion polls for over ten years. Our polls have helped establish and sustain strong support for increases in funding for medical, health and scientific research. To date, four consecutive payments have been made toward fulfilling a five-year campaign to double the budget of the National Institutes of Health. Sizable increases in research budgets have also benefited the Centers for Disease Control and Prevention, the National Science Foundation, the Agency for Healthcare Research and Quality and Veterans Affairs Medical and Prosthetic Research.

Since we began polling in 1992, Research!America has partnered with its members to commission 37 state-based and four national polls. Taken together, these polls have demonstrated that Americans want this country to continue to be a world leader in medical, health and scientific research. Americans want health research and health research-based organizations and businesses to not just survive, but thrive. Americans also want their own state to become a leader in such research. Public opinion poll information has been critical in persuading local and state leaders, as well as national ones, to increase investment in research funding. For example, research stakeholders from Colorado and Ohio tell us that our polls influenced decisions to spend more state tobacco settlement dollars on medical and health research, including research to prevent young people from becoming smokers.

Currently, public sentiment about medical, health and scientific research is overwhelmingly favorable. But there is still work to be done. The story of how research benefits every American needs to be told, re-told and told again. We hope that you will use this most recent volume of our poll data booklets to help share your research stories, your research discoveries, and your expertise through your continued advocacy and outreach efforts.

As your partner in public outreach and advocacy, Research!America is here to help you spread the word. Please contact us with your questions. And log onto our Web site at www.researchamerica.org for helpful information and updates.



HON. PAUL G. ROGERS
Chair, Research!America



MARY WOOLLEY
President, Research!America

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USES FOR THIS DATA

- Letters To The Editor
- Op-eds
- Newspaper articles
- Letters to Chambers of Commerce and local government
- Letters to and visits with elected officials at the state and federal level
- Letters to the President, Vice-President and other government 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
- And much more!

Leadership

- ▣ WORLD LEADERSHIP
 - ▣ NATIONAL PRIORITIES
 - ▣ CANDIDATE SUPPORT
FOR RESEARCH FUNDING
-
-

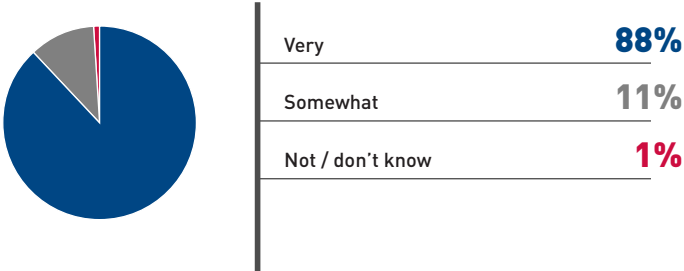
“Research!America’s polls provide invaluable insight to the science community regarding the public’s hopes and expectations of our enterprise. The American Association for the Advancement of Science values its partnership with Research!America in ensuring that the work of scientists and innovators continues to serve society.”

ALAN LESHNER, PH.D.

Chief Executive Officer
American Association for the Advancement of Science

The U.S. should remain a world leader in medical research

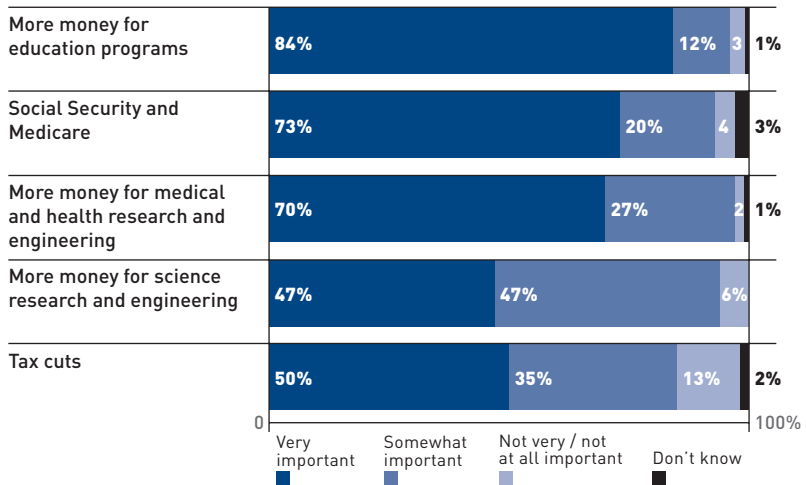
How important do you think it is that the U.S. maintain its role as a world leader in medical research?



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2001

National priorities

In terms of national priorities, how important would you say each of the following is?

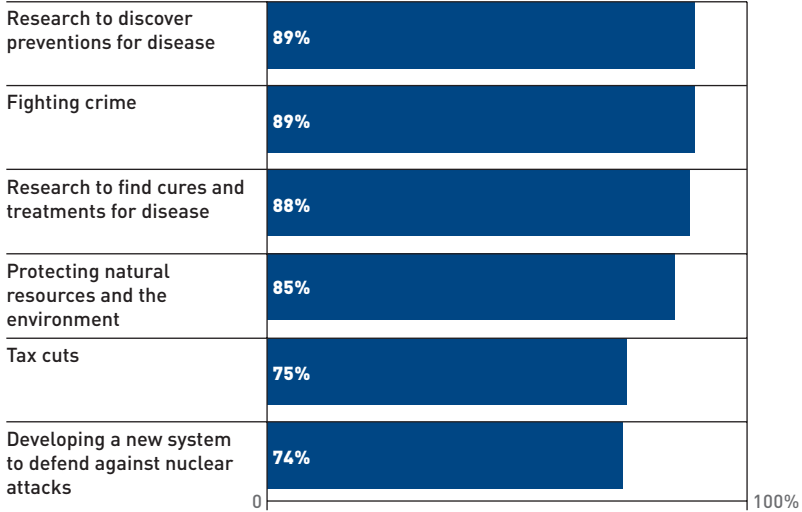


SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2001

Candidate's stance on medical research is a factor in how people vote

Please tell me if you would feel more or less favorable toward an elected official who supports increased funding for the following...?

(PERCENT RESPONDING "MORE FAVORABLE")



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2001

“Research!America’s efforts to make medical and health research a higher national priority are laudable. The purpose and conviction of one organization have reaped benefits for scientists, the research community, and public and health advocacy groups all across the country. We are proud to partner with Research!America to bring better health to our citizenry.”

JENNIFER HOWSE

President
March of Dimes Birth Defects Foundation

Protecting the Nation Through Research

■ BIOTERRORISM AND RESEARCH

■ PUBLIC HEALTH RESEARCH

“Research!America’s polls reiterate the strong public support for medical and health research. Such data help Congress justify continued investments in research.”

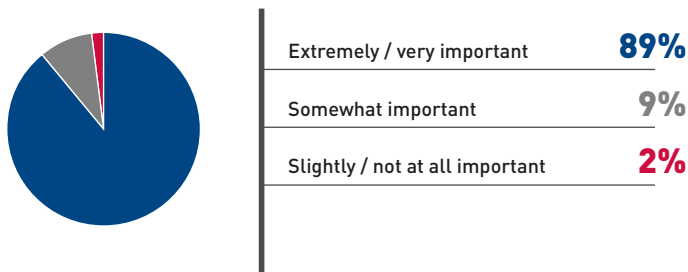
SENATOR TOM HARKIN

Chairman

Senate Subcommittee on Labor, Health and
Human Services, Education and Related Agencies

Scientific research is important to prepare for and respond to threats of bioterrorism

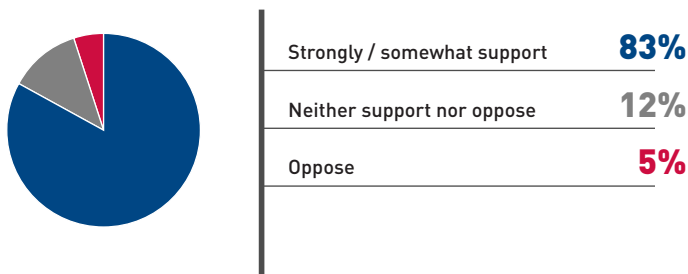
How important is the role of scientific research in the United States' efforts to prepare for and respond to biological and chemical terrorism?



SOURCE: HARRIS INTERACTIVE FOR RESEARCH!AMERICA, 2001

The public supports increased funding for scientific research to prepare for and respond to threats of bioterrorism

How much would you support or oppose increasing federal funding for scientific research that helps to prepare for and respond to biological and chemical terrorism?

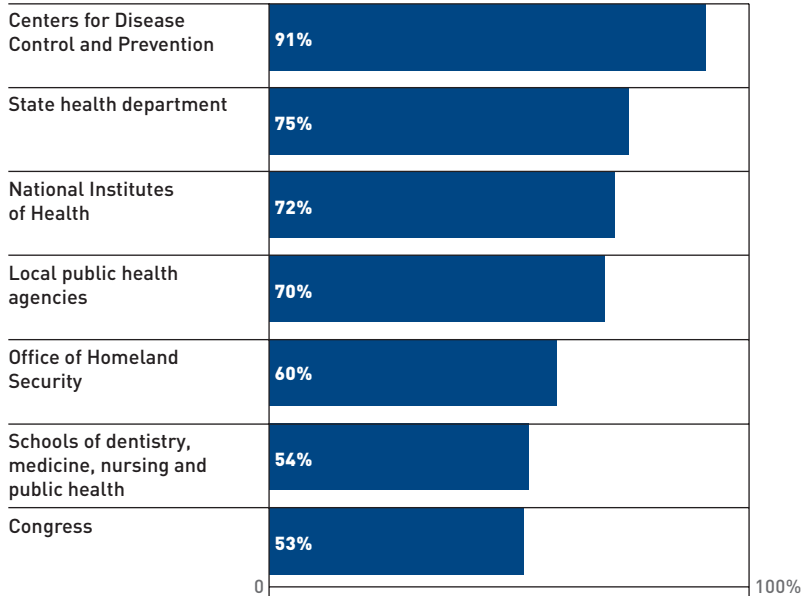


SOURCE: HARRIS INTERACTIVE FOR RESEARCH!AMERICA, 2001

CDC, state health departments and NIH are most important to protect against bioterrorism

How important do you feel each of the following organizations is in protecting the health of the citizens of the United States against biological and chemical terrorism?

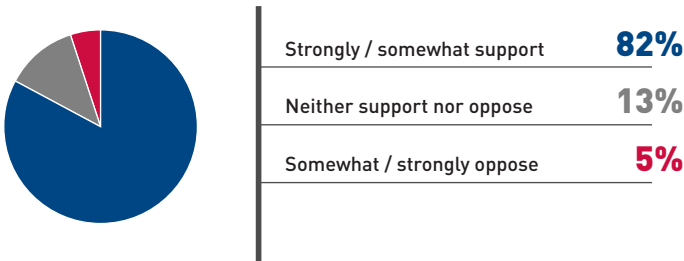
(PERCENT RESPONDING "EXTREMELY / VERY IMPORTANT")



SOURCE: HARRIS INTERACTIVE FOR RESEARCH!AMERICA, 2001

The public supports increased federal funding for public health infrastructure

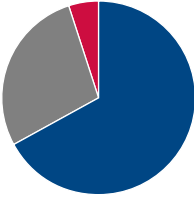
How much would you support or oppose increasing federal funding for the public health infrastructure—that is, local and state health departments across the country that help to prepare for and respond to biological and chemical terrorism?



SOURCE: HARRIS INTERACTIVE FOR RESEARCH!AMERICA, 2001

The public believes preventable diseases are a major health problem

Are preventable diseases and injuries in this country today a major health problem, a minor health problem, or not a problem?



A major health problem	67%
A minor health problem	28%
Not a health problem	5%

SOURCE: HARRIS INTERACTIVE FOR RESEARCH!AMERICA, 2001

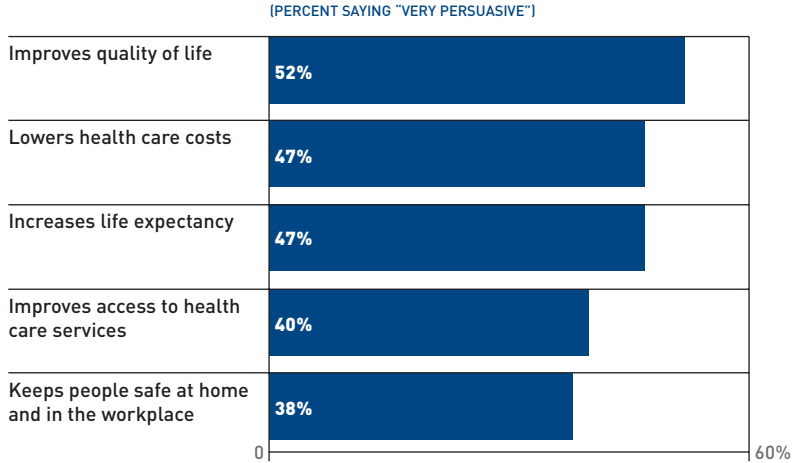
“Research!America’s polls demonstrate strong public support for increasing investments in health promotion and disease prevention research. Knowledge gained through this research will provide the greatest opportunity for our nation to improve the health and well-being of all its citizens.”

J. MICHAEL MCGINNIS, M.D.

Senior Vice President & Director, Health Group
The Robert Wood Johnson Foundation

Improving quality of life is the most persuasive argument for increasing support

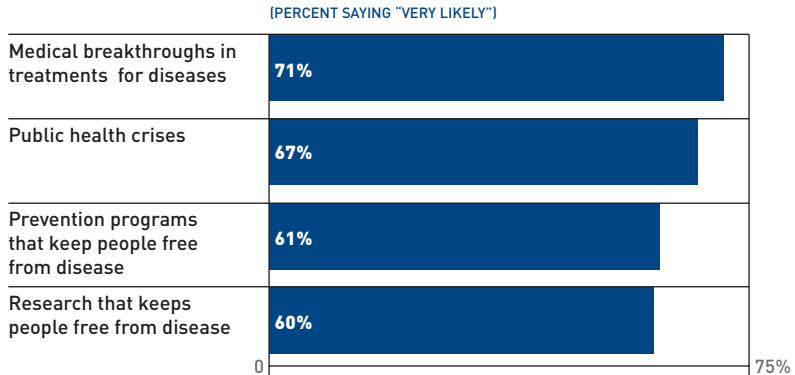
How persuasive would you find each of the following reasons for increasing support for health promotion and disease prevention research?



SOURCE: HARRIS INTERACTIVE FOR RESEARCH!AMERICA, 2001

The public is very likely to read or listen to news about public health issues

How likely are you to read or listen to news about the following topics?



SOURCE: HARRIS INTERACTIVE FOR RESEARCH!AMERICA, 2001

Willingness to Pay for Research

- ▣ **SUPPORT FOR DOUBLING**
- ▣ **FUNDING FOR HEALTH PROMOTION
AND DISEASE PREVENTION**
- ▣ **WHO SHOULD PAY FOR RESEARCH**

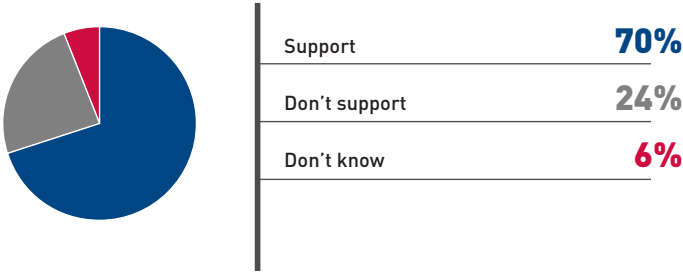
“As a member of the U.S. Senate it is incumbent upon me to hear the public voice about important issues. Research!America, through its national surveys, gives me added evidence of the importance of medical and health research to our citizenry—information necessary to make informed decisions where the public’s welfare is concerned.”

SENATOR ARLEN SPECTER

Ranking Member
Subcommittee on Labor, Health and
Human Services, Education and Related Agencies

Support for doubling is strong

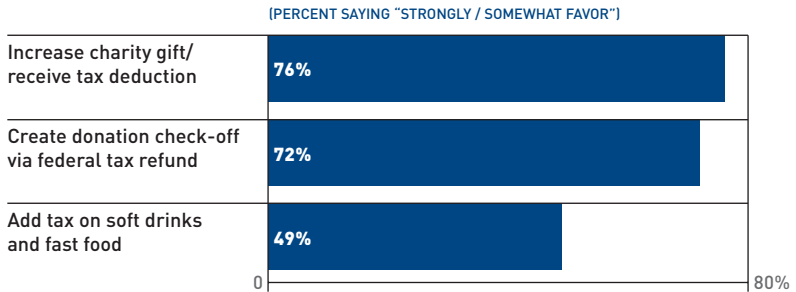
Do you support or oppose a proposal to double total national spending on government-sponsored medical research over five years?



SOURCE: HARRIS INTERACTIVE FOR RESEARCH!AMERICA, 2001

The public favors proposals to increase funds for health promotion and disease prevention research

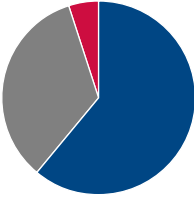
How much would you favor or oppose the following initiatives designed to increase funding for health promotion and disease prevention research?



SOURCE: HARRIS INTERACTIVE FOR RESEARCH!AMERICA, 2001

The public would pay more in taxes for health research

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

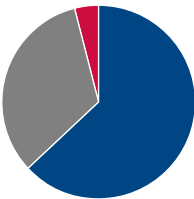


Yes	61%
No	34%
Don't know	5%

SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2001

The public would pay more for prescription drugs to fund research

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



Yes	63%
No	33%
Don't know	4%

SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2001

The High Value of Research To States

▣ STATE LEADERSHIP AND PRIORITIES

▣ TOBACCO SETTLEMENT MONEY

“Research!America’s polls show strong public support not only for medical and health research, but also for building a stronger public health infrastructure. The data are invaluable to public health professionals as they continually improve the systems that bring better health and quality of life to our nation.”

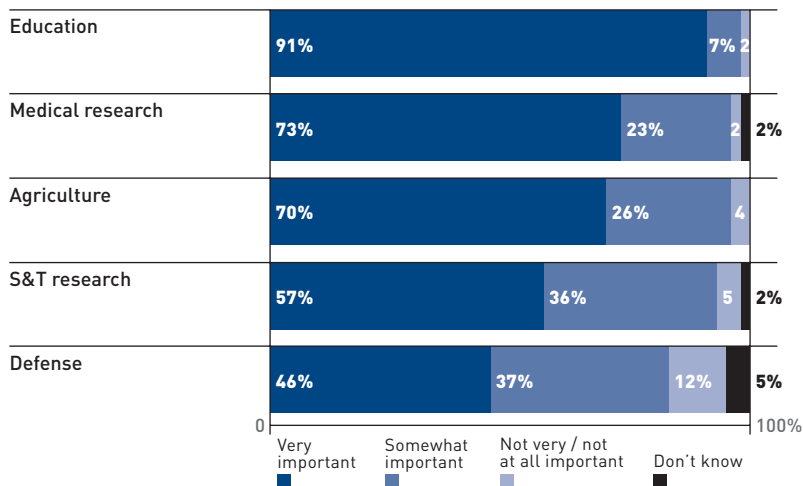
GEORGE HARDY, M.D., M.P.H.

Executive Director

Association of State and Territorial Health Officials

State leadership is important

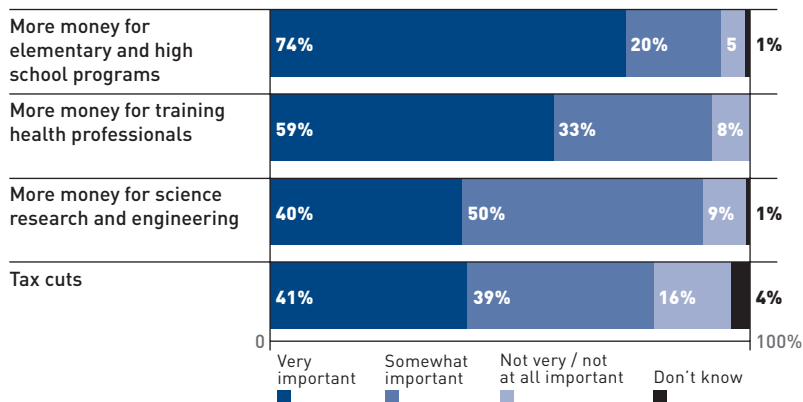
How important is it for your state to be a leader in...?



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2001

State priorities

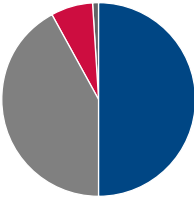
In terms of state priorities, how important would you say each of the following is?



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2001

Medical research important to a state's economy

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

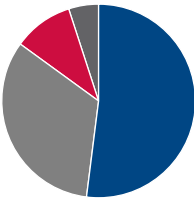


Very important	50%
Somewhat important	42%
Not very / not at all important	7%
Don't know	1%

SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2001

States should support medical research

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

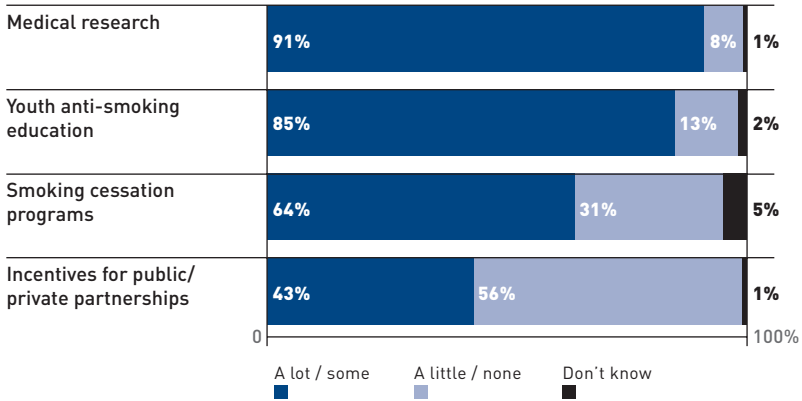


Strongly approve	52%
Approve	33%
Disapprove	10%
Don't know	5%

SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2001

Use tobacco settlement money for research

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



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2001

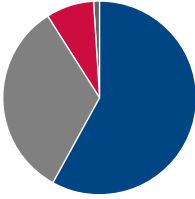
“The data were particularly helpful in turning back an attempt by the Ohio Senate to divert some \$44M from Ohio’s share of the tobacco settlement that had previously been allocated for biomedical research. These research funds were the only part of the tobacco dollars that were not diverted to fill the shortfall in the state budget.”

FRED SANFILIPPO, M.D., PH.D.

Senior Vice President for Health Sciences
&
Dean, College of Medicine and Public Health
The Ohio State University

Developing high-tech job market is important to state's economic growth

Do you agree that your state must further develop in the high-tech job market in order to ensure economic growth within the state?



Strongly agree	58%
Somewhat agree	33%
Disagree	8%
Don't know	1%

SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2001

Bringing Research Closer to Home

- ▣ CLINICAL RESEARCH
- ▣ HEALTH SERVICES RESEARCH
- ▣ ELIMINATING HEALTH DISPARITIES
- ▣ CHANGES TO MEDICARE
- ▣ SUPPORT FOR BASIC RESEARCH
- ▣ WHOM DOES THE PUBLIC TRUST

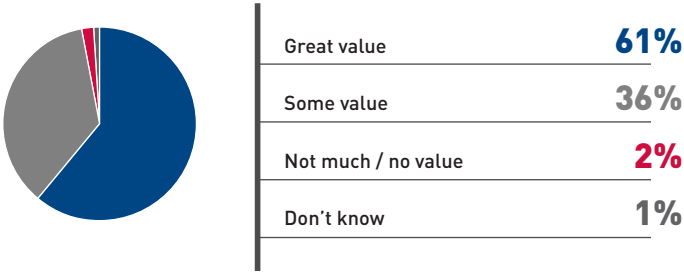
“Medical and health research is vitally important for improving our nation’s health. This fact is well appreciated by our citizenry. Research!America’s polls show strong public trust in our health professionals who serve the public’s interest.”

RALPH SNYDERMAN, M.D.

Chair
Association of American Medical Colleges
&
Executive Dean of the School of Medicine
and Chancellor for Health Affairs
Duke University

Clinical research is valuable

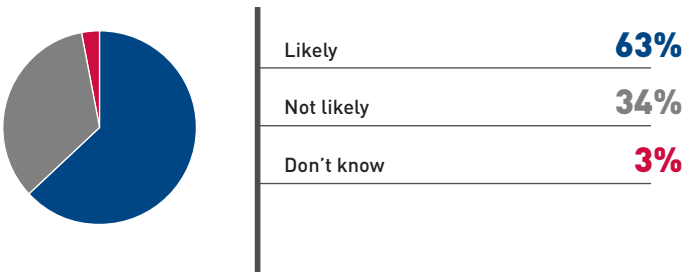
How do you perceive the value of clinical research? (In clinical research, volunteers choose to participate to test the effectiveness of certain treatments, drugs or devices to improve the care of patients and understand and prevent disease.)



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2001

Many would participate in a clinical research study

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

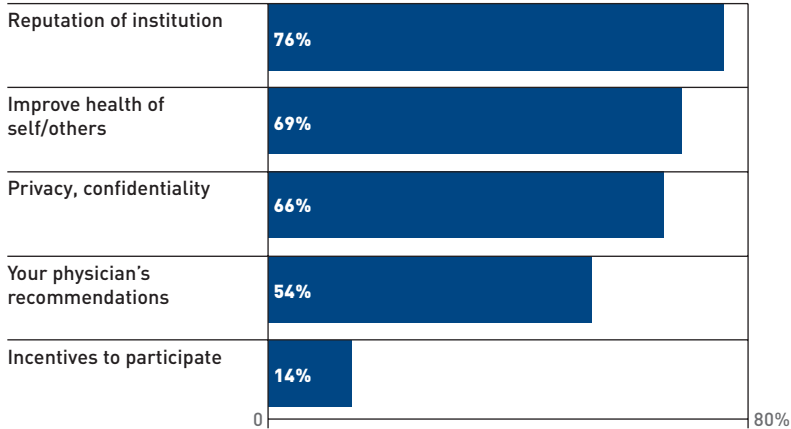


SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2001

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?

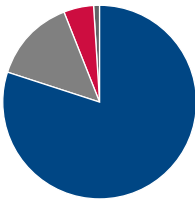
(PERCENT SAYING "MAJOR CONCERN")



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2001

Universities conducting clinical research should be certified by a national board

Do you agree or disagree that universities conducting clinical research should be certified by a national board to ensure the research meets national standards?

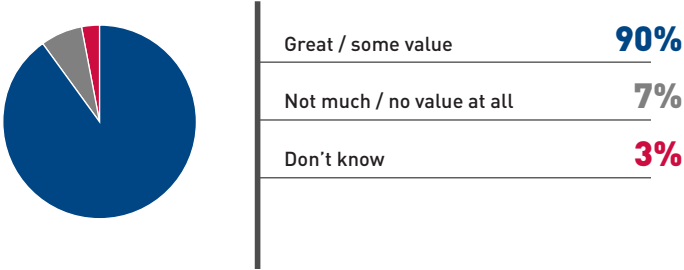


Strongly agree	80%
Somewhat agree	14%
Disagree	5%
Don't know	1%

SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2001

Health services research is of great value

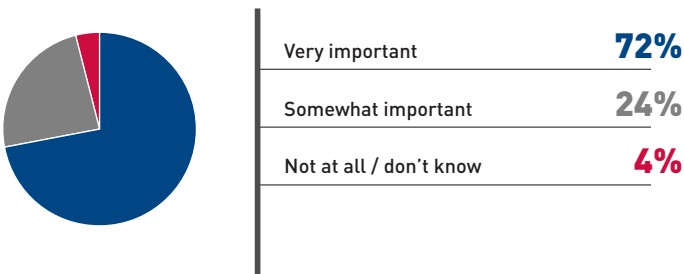
One kind of research, called health services research, seeks to understand why there are differences in quality of care and outcomes for patients. How do you perceive the value of this kind of research?



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2001

Research into functioning of health systems is important

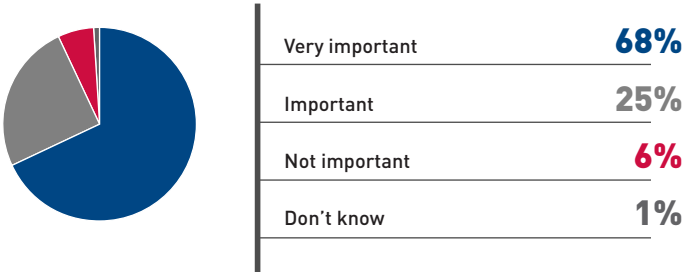
How important is it that our nation support research that focuses on how well the health delivery system is functioning and what could be done to make it function better?



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2001

Eliminating health disparities is important

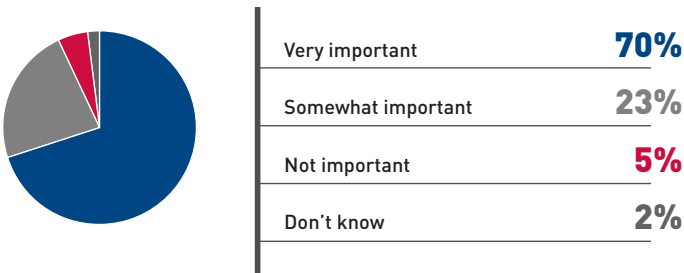
Studies show that certain health problems such as diabetes, heart disease, and infant mortality happen more often among citizens with lower incomes and minorities. How important do you feel it is to conduct medical or health research to understand and eliminate these differences?



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2001

Medicare must keep providing health care for under-served communities

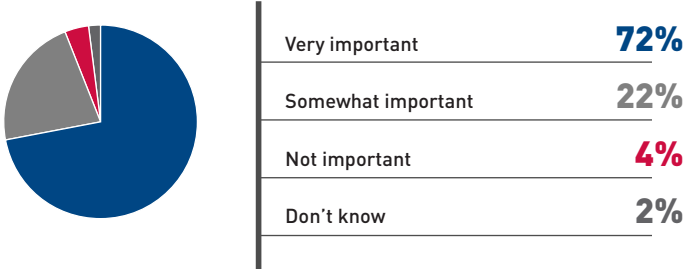
Congress and the Administration are considering various proposals for changes in Medicare. How important do you think it is that any changes ensure the ability of teaching hospitals to provide health care to under-served communities?



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2001

Impact of Medicare changes on teaching hospitals

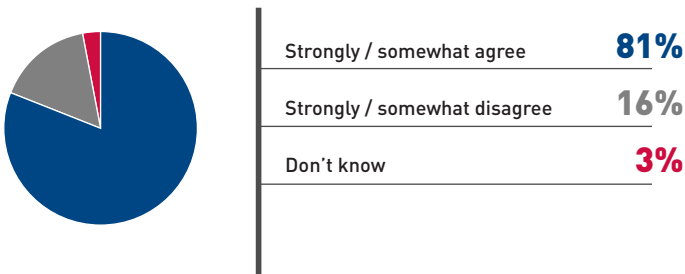
Congress and the Administration are considering various proposals for changes in Medicare. How important do you think it is that any changes ensure the ability of teaching hospitals to train medical doctors and other health professionals?



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2001

The public supports basic research

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

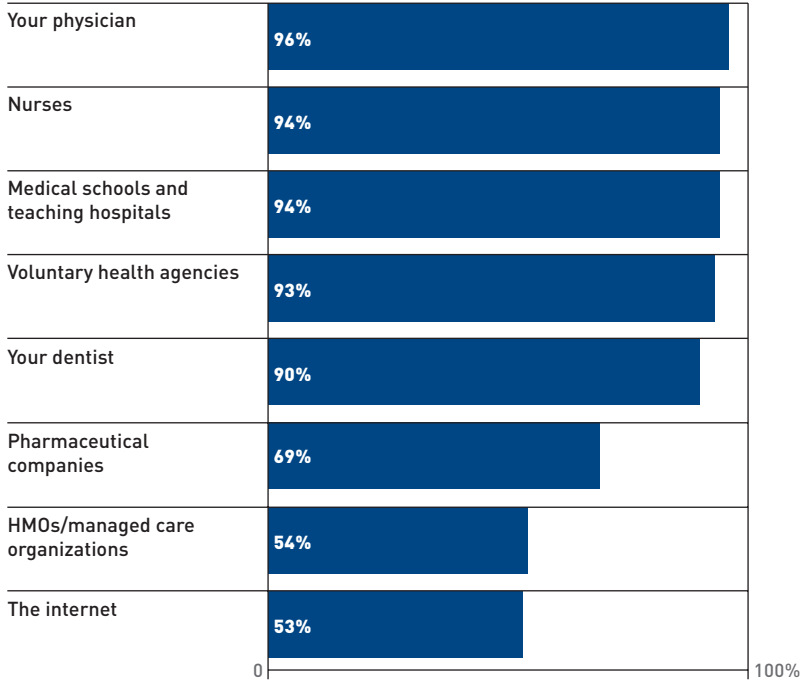


SOURCE: HARRIS INTERACTIVE FOR RESEARCH!AMERICA, 2001

Whom does the public trust for information on medical and health research?

When it comes to getting information on medical and health research, how trustworthy is/are?

(PERCENT SAYING "TRUSTWORTHY")



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2001

Industry Research And Development

▣ **BARRIERS TO RESEARCH
AND DEVELOPMENT**

▣ **IMPACT OF MEDICARE CHANGES ON
RESEARCH AND DEVELOPMENT**

“Research!America’s poll data continues to show strong public support for industry and government funded medical research. Americans depend on a strong partnership between both sectors in the search for new treatments, preventions and cures for disease.”

TADATAKA YAMADA, M.D.

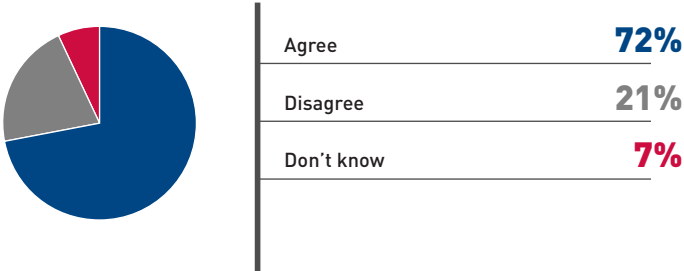
Chairman

Research & Development

GlaxoSmithKline

Congress should support tax incentives encouraging medical research

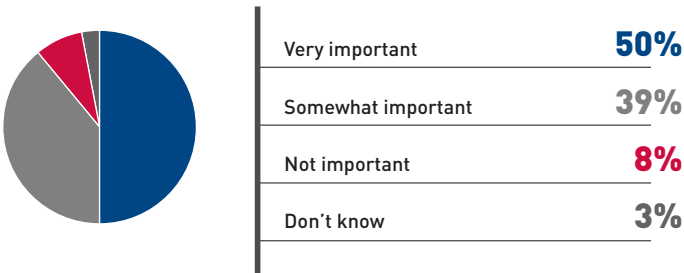
Do you agree or disagree that Congress should support tax and regulatory policies that encourage private industries to conduct more medical research?



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2001

Impact of Medicare changes on industry research

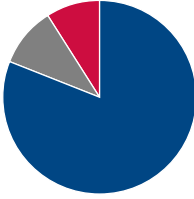
Congress and the Administration are considering various proposals for changes in Medicare. How important do you think it is that any changes ensure the ability of pharmaceutical, medical device and health care companies to conduct medical research?



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2001

Barrier to research: too few tax incentives

How much of a barrier to greater progress in medical and health research is too few tax incentives?

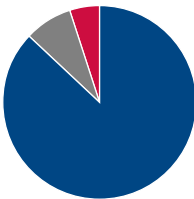


Major / minor barrier	81%
Not at all a barrier	10%
Don't know	9%

SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2001

Barrier to research: too many regulations

How much of a barrier to greater progress in medical and health research is too many regulations?



Major / minor barrier	87%
Not at all a barrier	8%
Don't know	5%

SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2001

Poll Methodology

Typically, R!A polls are conducted by telephone (random-digit dialing) with a sample size of 800-1000 adults and a theoretical sampling error of +/- 3.5 percent.

POLL DATA AVAILABLE BY REQUEST:

2001: National Poll on Bioterrorism & Research

2001: AR, CT, OH, RI

2000: Prevention Research Initiative (PRI) National Poll

2000: AZ, CA, FL, GA, KS, MA and TX

1999: CO, IA, ID, IL, NH, NJ, NM and NE

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 Harris Poll

1994: KY and VA

1993: NC

1992: MD

Harris Interactive provides consultation on Research!America survey questions.

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John Whitehead

Campaign for Medical
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Whitehead Partners

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