

Research | America
AN ALLIANCE FOR DISCOVERIES IN HEALTH®

Poll Data
Volume 4

AMERICA
SPEAKS

Letter from the Chair & President

Protecting our nation at times of international crisis; assuring economic vitality; realizing every family's hope for good health and quality of life—these and other challenging issues of our times require that our nation's leaders listen to and respond to the voice of the American public. Research!America is dedicated to exploring public sentiment on a wide range of issues related to scientific research. We are pleased to share data from recent polls in our fourth annual resource booklet, "America Speaks."

Some highlights:

- Amidst the rising epidemic of obesity, the American public tells us to focus more resources on research that can teach us how to avert preventable chronic diseases. Americans overwhelmingly favor increasing funds for research to promote better health and prevent disease and disability.
- Faced with threats to homeland security, Americans say they want our leaders to support more research directed at learning how to protect those we love against biological and chemical weapons, and to combat emerging and re-emerging disease threats like West Nile virus and smallpox.
- Across the nation, our citizenry reports an eagerness to have federal, state and local governments create the infrastructure that will bring research and accompanying economic benefits into their communities. It is important to Americans that our nation remain the world leader in scientific research—all scientific research, not only medical and health research.

The year 2003 is historic. Over the last decade, the American people spoke out and insisted that the promise of research be realized. Our national leadership responded with an extraordinary non-partisan commitment to double the budget of the National Institutes of Health (NIH) over five years. That investment in the NIH, along with strong support for other research-based federal agencies, accompanied by the robust growth of the private sector research enterprise, have assured a firm foundation for the revolutionary advances that will enhance quality of life, and save lives and money in the 21st century.

We are pleased to provide you with Research!America's Poll Data Booklet, Volume 4, "America Speaks." And we extend our thanks to the United Health Foundation for funding this publication.



HON. PAUL G. ROGERS
Chair, Research!America

A blue ink cursive signature of Paul G. Rogers.



MARY WOOLLEY
President, Research!America

A blue ink cursive signature of Mary Woolley.

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Leadership

“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

Chairman

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

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

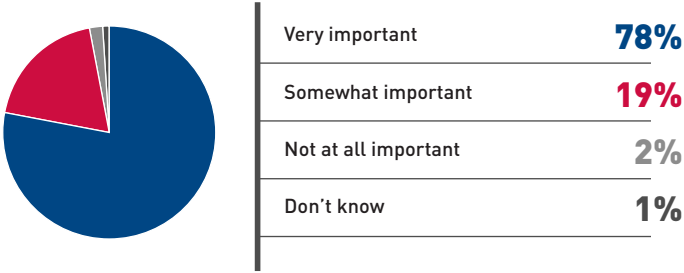
SENATOR TOM HARKIN

Ranking Member

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

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

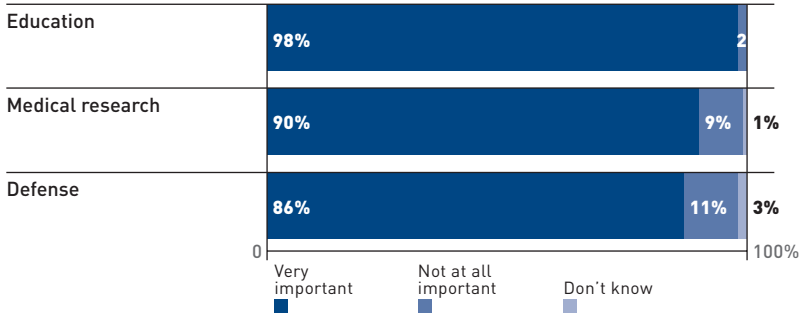
How important do you think it is that the U.S. maintains its role as a world leader in scientific research? Would you say it is...?



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2002

State leadership is important

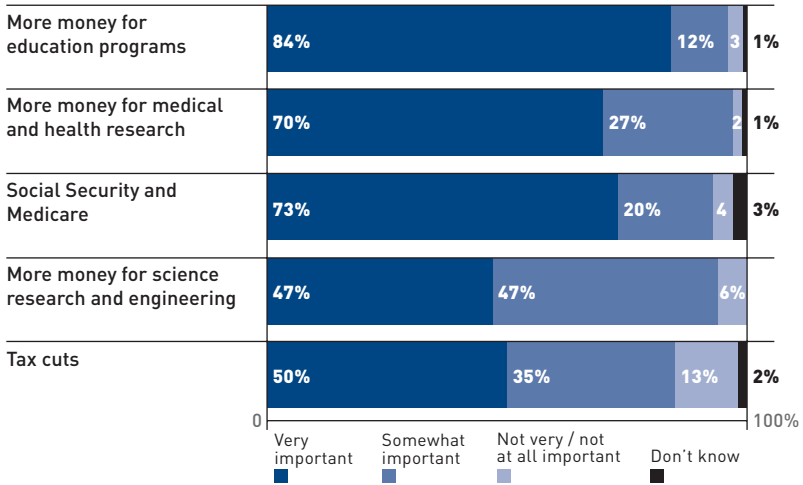
How important is it for your state to be a leader in the following categories?



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2002

National priorities

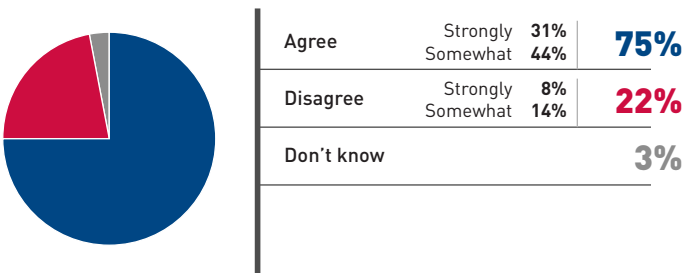
In terms of national priorities, how important would you say each of the following is?



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2001

Strong support for basic research

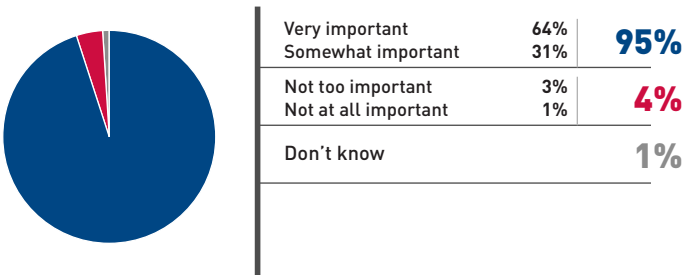
Even if it brings no immediate benefits, basic research which advances the frontiers of knowledge is necessary and should be supported by the federal government. Do you agree or disagree?



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2002

Scientific research to improve quality of life strongly favored

Research in areas of science such as physics, mathematics and engineering has led to technologies that improve medical treatment and enhance quality of life. For example, research into lasers has led to new treatments that help improve vision for people with poor eyesight. How important do you think it is for the United States to invest in this type of research?

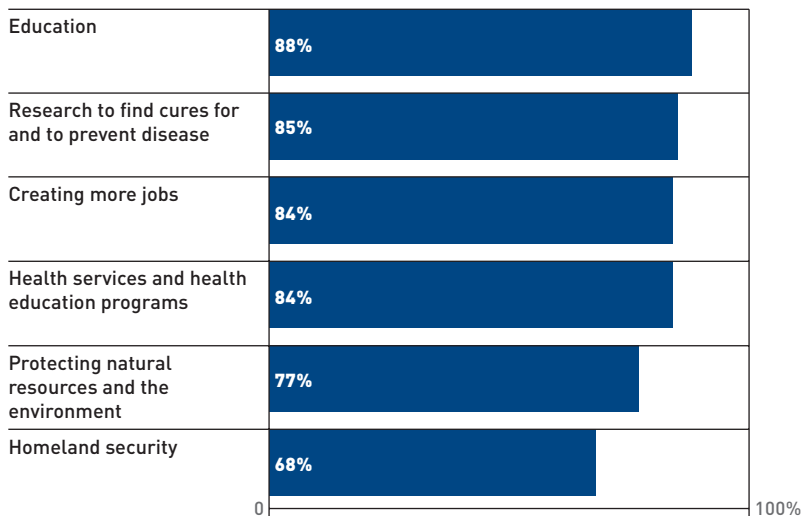


SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2002

Likeliness to vote for candidate

Would you be more likely or less likely to vote for a candidate for a public office if he or she supported increased funding for the following?

(PERCENT RESPONDING "MORE LIKELY")



SOURCE: HARRIS INTERACTIVE FOR RESEARCH!AMERICA, 2002

Protecting the Nation Through Research

“Information is power. Research!America, in listening to the community, reveals the most powerful information of all. The City of Chicago will put this power to work as we confront health challenges.”

JOHN WILHELM, MD, MPH

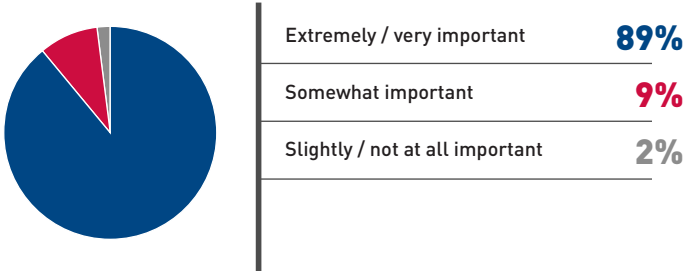
Commissioner

Department of Public Health

Chicago, Illinois

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

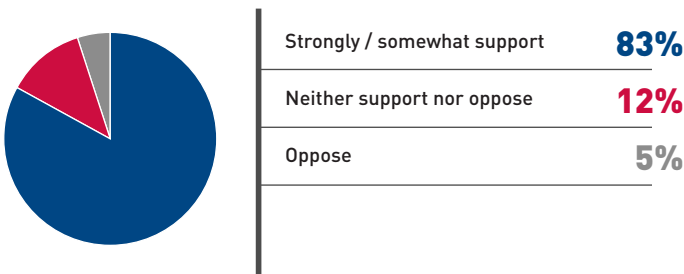
How important is the role of scientific research in the efforts of the United States to prepare for and respond to biological and chemical terrorism?



SOURCE: HARRIS INTERACTIVE FOR RESEARCH!AMERICA, 2001

The public supports increased funding for 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?

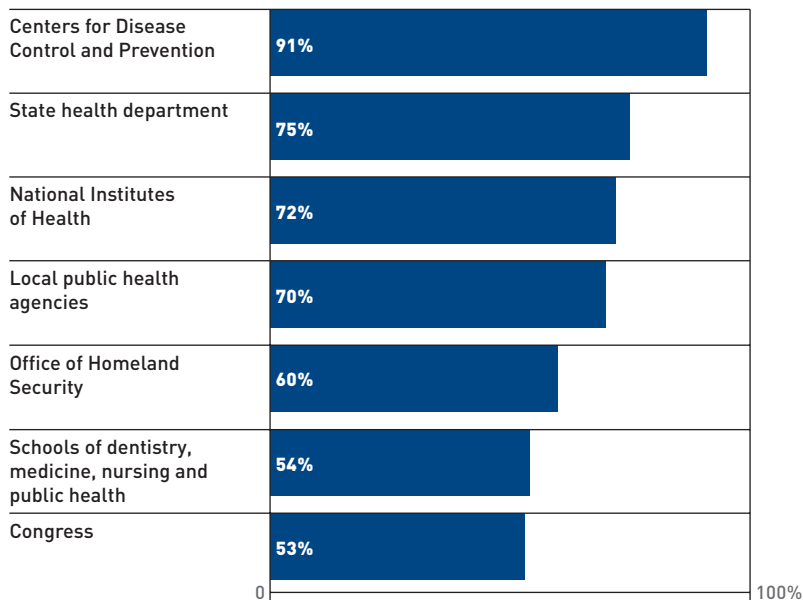


SOURCE: HARRIS INTERACTIVE FOR RESEARCH!AMERICA, 2001

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?

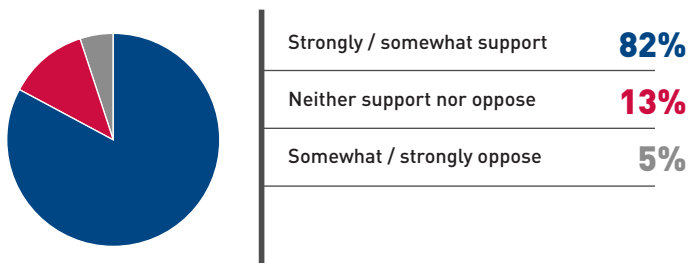
(PERCENT RESPONDING "EXTREMELY / VERY IMPORTANT")



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

Preventing Disease & Disability

“Research!America has again given us compelling data from across the nation, making it clear that Americans value prevention and the research that guides it.”

WILLIAM L. ROPER, MD, MPH

Dean

School of Public Health

The University of North Carolina at Chapel Hill

“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, MD

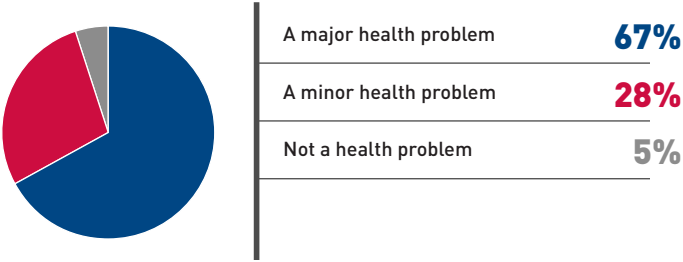
Senior Vice President & Director

Health Group

The Robert Wood Johnson Foundation

The public believes preventable diseases are a major health problem

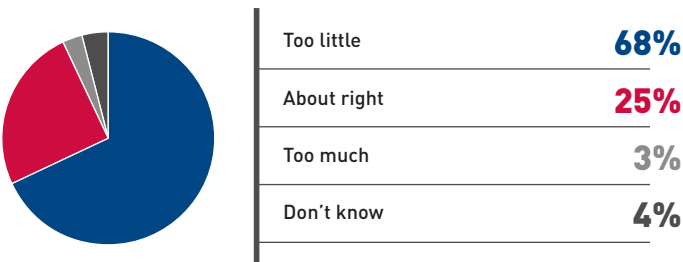
Are preventable diseases and injuries in this country today a major health problem, a minor health problem, or not a problem?



SOURCE: HARRIS INTERACTIVE FOR RESEARCH!AMERICA, 2001

More should be spent on prevention research

Currently the U.S. spends about one cent of every health care dollar on prevention research. Do you think this is too much, too little or about right?

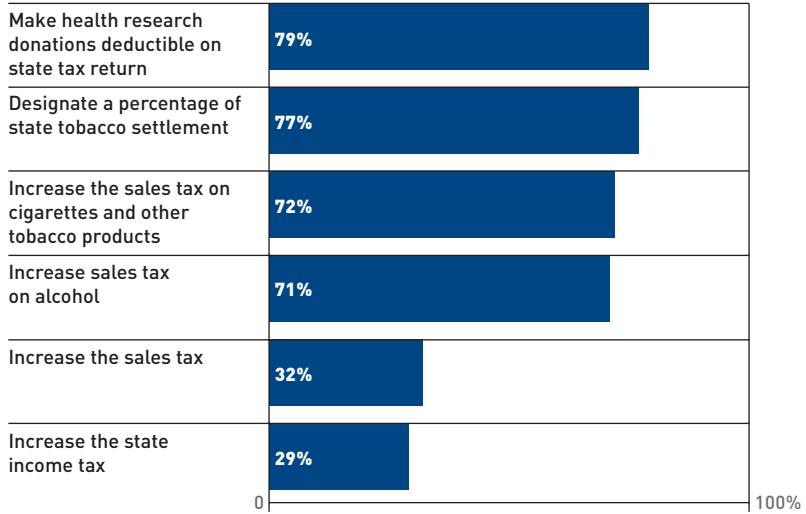


SOURCE: HARRIS INTERACTIVE FOR RESEARCH!AMERICA, 2002

Support for increased funding

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

(PERCENT RESPONDING "STRONGLY/SOMEWHAT FAVOR")

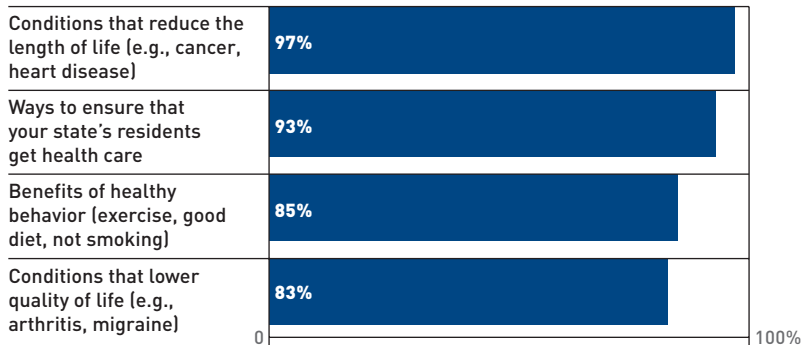


SOURCE: HARRIS INTERACTIVE FOR RESEARCH!AMERICA, 2002

Prevention research priorities

How much of a priority for your state should disease prevention research focused on the following be?

(PERCENT RESPONDING "TOP/SOMEWHAT HIGH PRIORITY")



SOURCE: HARRIS INTERACTIVE FOR RESEARCH!AMERICA, 2002

Bringing Research Closer to Home

“Colorado’s future economic health depends on research and education. To grow our economy, we need all sectors of society to agree on that point and act accordingly. Research!America’s public opinion polling shows us that our citizens are ready and waiting for us to make a significant investment.”

ELIZABETH HOFFMAN, PHD

President

University of Colorado System

“The public opinion polling data developed by Research!America provide added credibility to the advocacy efforts of the National Health Council and its member organizations as we seek to expand support for the country’s research enterprise. Discussions based on valid, objective data lead to evidence-based decisions that ultimately improve the health of our nation.”

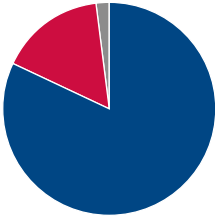
MYRL WEINBERG

President

National Health Council

Research 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?

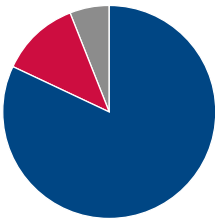


| | | |
|----------------------|-----|------------|
| Very important | 34% | 82% |
| Somewhat important | 48% | |
| Not too important | 13% | 16% |
| Not at all important | 3% | |
| Don't know | | 2% |

SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2002

Strong support for financial incentives

State governments often provide financial incentives to companies for building new offices and factories in their state. If your state offered financial incentives to attract new scientific research, such as research labs or companies, would you approve or disapprove of these financial incentives?

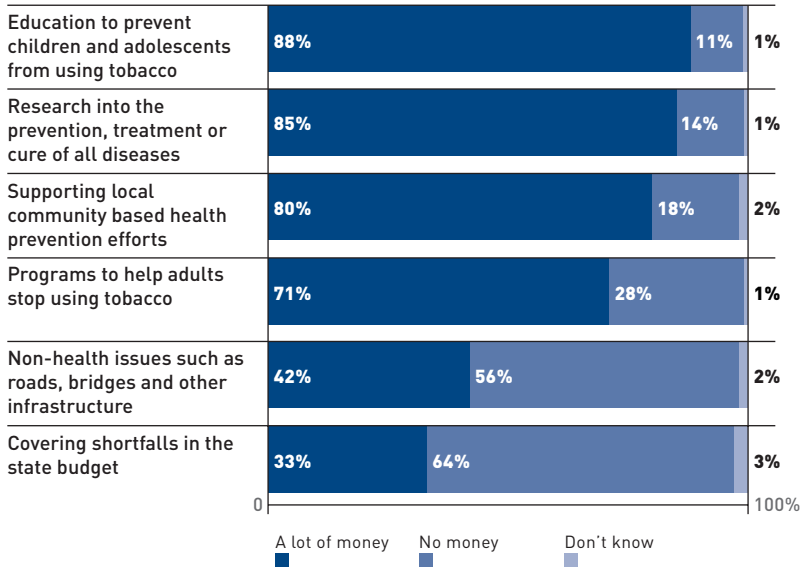


| | | | |
|------------|----------|-----|------------|
| Approve | Strongly | 48% | 82% |
| | Somewhat | 34% | |
| Disapprove | Strongly | 5% | 12% |
| | Somewhat | 7% | |
| Don't know | | | 6% |

SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2002

Tobacco settlement dollars should be spent for research and prevention programs

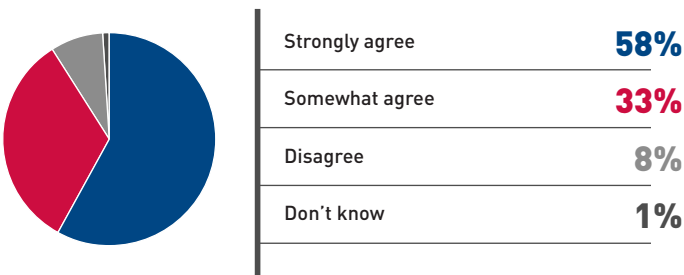
The state government is now receiving millions of dollars from tobacco companies. How much tobacco settlement money should go to each of the following?



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2002

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

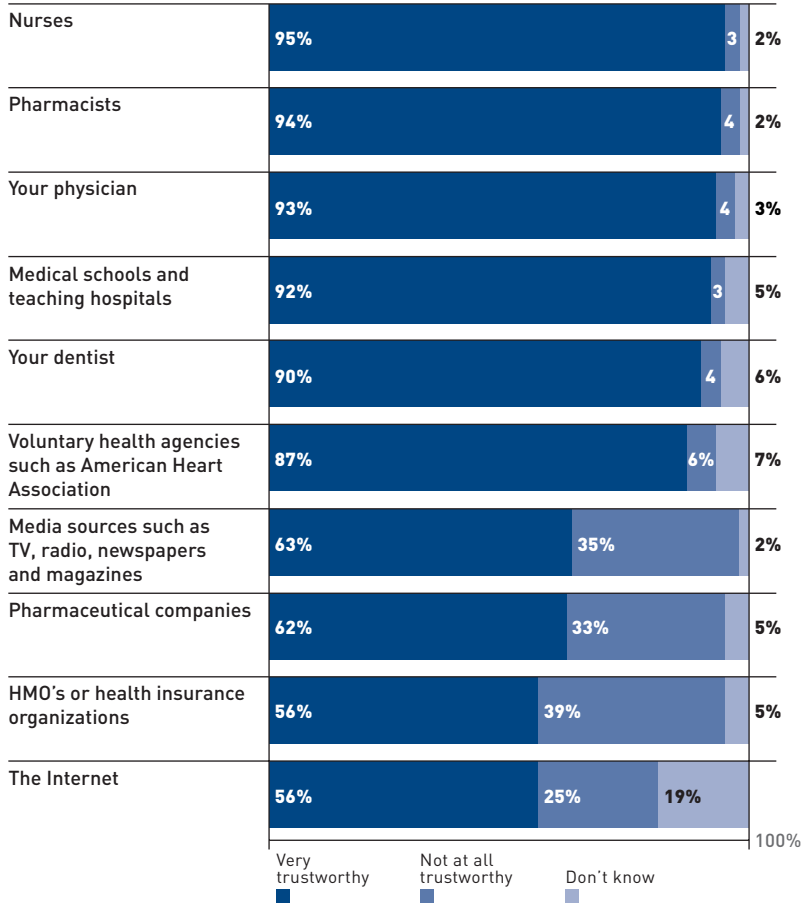
Do you agree that your state must further develop in the high-tech job market in order to ensure economic growth within the state?



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2001

Public trust in sources of research information

As you are probably aware, there are many sources of information about medical and health research issues. For each source I mention, I'd like you to tell me how trustworthy you think the information they provide is?



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2002

Clinical & Health Services Research

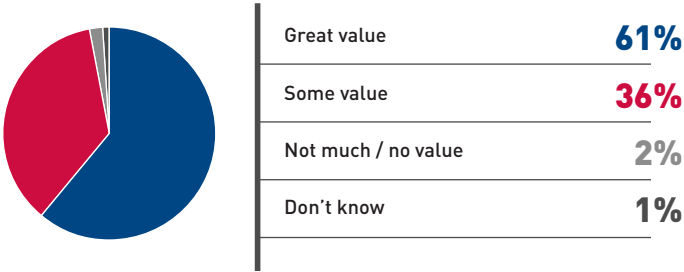
“Quality health care is built on research that is effectively translated into clinical practice. Americans know this and say so through Research!America’s public opinion polls.”

WILLIAM W. MCGUIRE, MD

Chairman and Chief Executive Officer
UnitedHealth Group

Clinical research is valuable

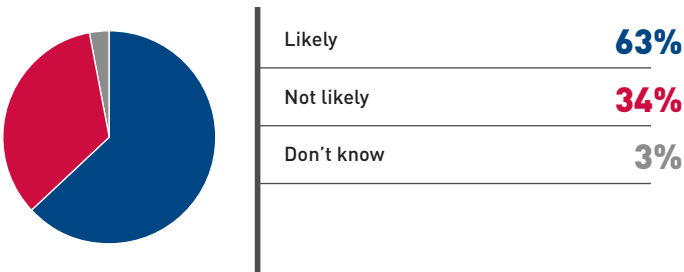
How do you perceive the value of clinical research? (In clinical research, volunteers choose to participate to test the effectiveness of certain treatments, drugs or devices to improve the care of patients and understand and prevent disease.)



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?

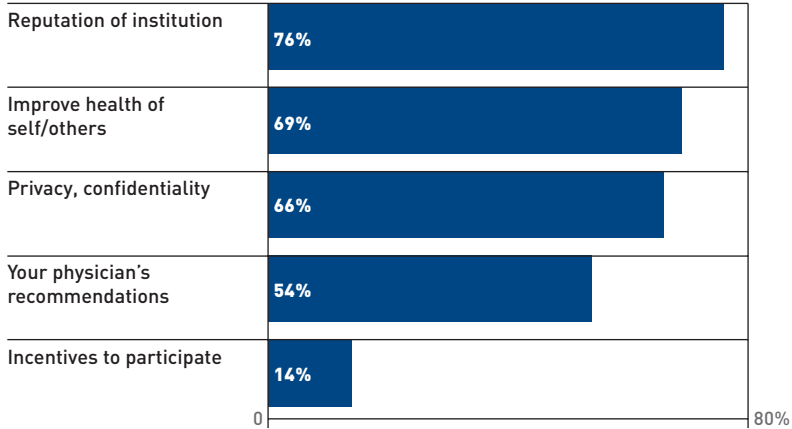


SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2001

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?

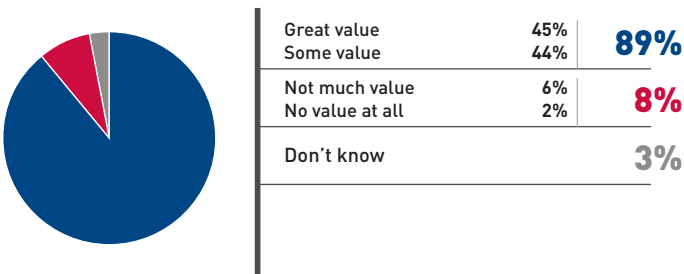
(PERCENT SAYING "MAJOR CONCERN")



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2001

Public sees value in health services research

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, 2002

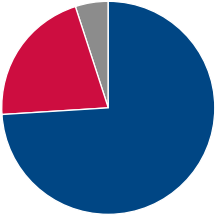
Industry Research & Development

“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, MD
Chairman
Research & Development
GlaxoSmithKline

Congress should support tax incentives encouraging medical research

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

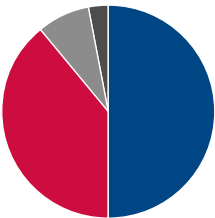


| | | | |
|------------|----------------------|------------|------------|
| Agree | Strongly Somewhat | 29% 45% | 74% |
| Disagree | Strongly Somewhat | 7% 14% | 21% |
| Don't know | | | 5% |

SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2002

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?

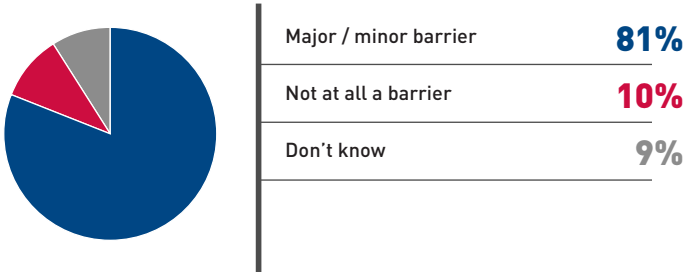


| | | | |
|--------------------|--|--|------------|
| Very important | | | 50% |
| Somewhat important | | | 39% |
| Not important | | | 8% |
| Don't know | | | 3% |

SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2001

Barrier to research: too few tax incentives

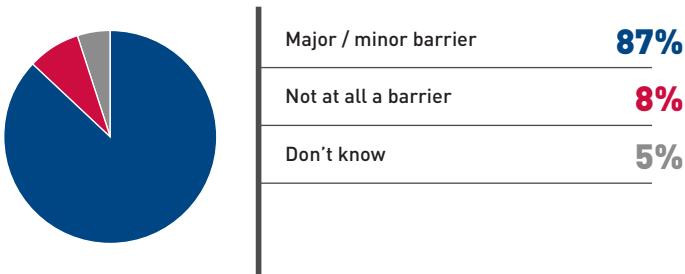
How much of a barrier to greater progress in medical and health research is too few tax incentives?



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?



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2001

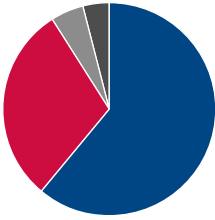
Willingness to Pay

“Year after year, public opinion polls by Research!America have surveyed Americans from many walks of life. The results are stunning: In terms of national priorities, almost all Americans want more money for medical and health research.”

MICHAEL DEBAKEY, MD
Baylor College of Medicine

Public favors doubling of spending

There is a proposal to double our total national spending on government-sponsored scientific research over five years. In general, do you favor or oppose this idea?

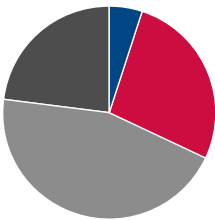


| | |
|------------------------|------------|
| Favor | 61% |
| Oppose | 30% |
| Not enough information | 5% |
| Don't know | 4% |

SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2002

Support for increased funding

Currently, between 5 and 6 cents out of each health care dollar spent in the U.S. goes for medical and health research. How many cents out of each health care dollar do you think we should spend?

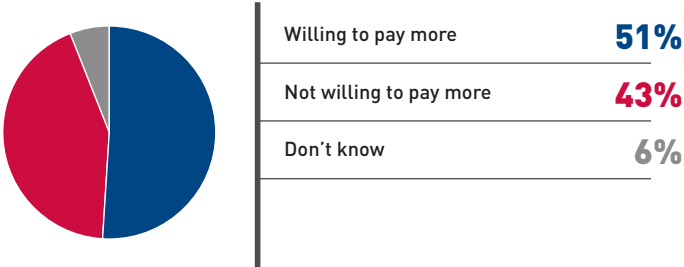


| | |
|-----------------|------------|
| 0-4 cents | 5% |
| 5-6 cents | 27% |
| 7 cents or more | 45% |
| Don't know | 23% |

SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2002

Public willing to pay more in taxes to fund research

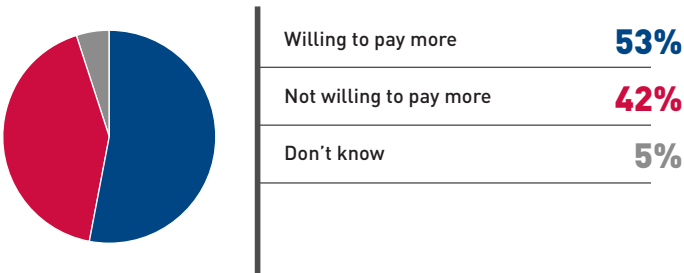
Would you be willing to pay \$1 per week more in taxes for more health research, or not?



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2002

Public willing to pay more for prescription drugs

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 medical research, or not?



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2002

Issues Impacting Research

“The frontiers of science are not always easy for society to traverse because research changes the way we see our world. Yet, as demonstrated in Research!America’s opinion polls exploring currently controversial issues, the public values science and supports putting research to work to identify new cures, treatments and preventions.”

PAUL BERG, PHD

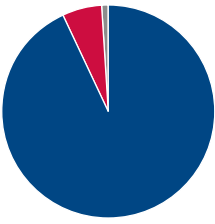
Nobel Laureate

Beckman Institute

Stanford University School of Medicine

Strong endorsement for research into social and economic disparities in health

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?

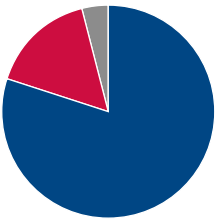


| | | |
|----------------------|-----|------------|
| Very important | 68% | 93% |
| Somewhat important | 25% | |
| Not too important | 4% | 6% |
| Not at all important | 2% | |
| Don't know | | 1% |

SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2002

Animal research is necessary

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

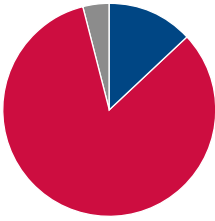


| | | | |
|------------|----------|-----|------------|
| Yes | Strongly | 52% | 80% |
| | Somewhat | 28% | |
| No | Strongly | 11% | 16% |
| | Somewhat | 5% | |
| Don't know | | | 4% |

SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2002

Public opposes reproductive cloning

Cloning research has been a topic of debate lately. I'm going to ask you about two different kinds of cloning. The first kind of cloning is reproductive cloning. This is the use of cloning technology to create a child. Do you think research into reproductive cloning should be allowed to go forward?

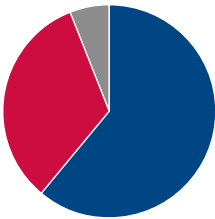


| | | | |
|------------|----------|-----|------------|
| Yes | Strongly | 7% | 13% |
| | Somewhat | 6% | |
| No | Strongly | 74% | 83% |
| | Somewhat | 9% | |
| Don't know | | | 4% |

SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2002

Majority support research into therapeutic cloning

The second kind of cloning is therapeutic cloning. This is the use of cloning technology to help in the search for possible cures and treatments for diseases and disabilities. Do you think research into therapeutic cloning should be allowed to go forward?

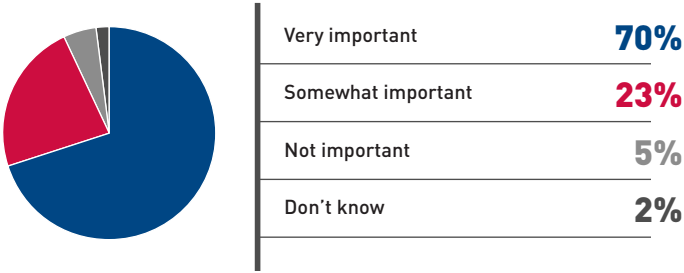


| | | | |
|------------|----------|-----|------------|
| Yes | Strongly | 36% | 61% |
| | Somewhat | 25% | |
| No | Strongly | 27% | 33% |
| | Somewhat | 6% | |
| Don't know | | | 6% |

SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2002

Medicare must keep providing health care for under-served communities

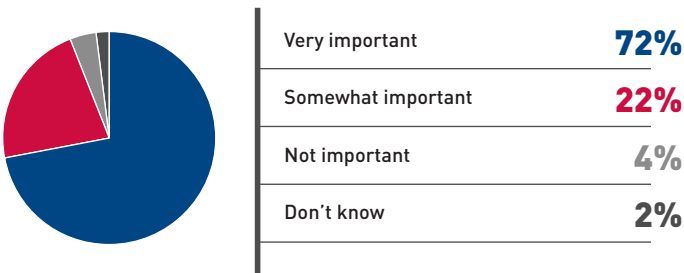
Congress and the Administration are considering various proposals for changes in Medicare. How important do you think it is that any changes ensure the ability of teaching hospitals to provide health care to under-served communities?



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

Additional Resources

USES FOR THIS DATA

- Letters to the editor
- Op-eds
- Newspaper articles
- Letters to and visits with elected officials
- Speeches to civic groups, professional societies and volunteer associations
- Talking points for media interviews
- Congressional testimony

ADDITIONAL RESOURCES

- The American Heart Association
www.americanheart.org
- The Coalition for the Advancement of Medical Research
www.stemcellfunding.org
- Harris Interactive
www.harrisinteractive.com
- The Henry J. Kaiser Family Foundation
www.kff.org
- National Health Council
www.nhcouncil.org
- National Science Board: Science and Engineering Indicators
www.nsf.org
- Pew Charitable Trusts
www.pewtrusts.com
- The Robert Wood Johnson Foundation
www.rwjf.org

Poll Methodology

Typically, Research!America 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:

2002: AL, DC, IL, MI, MN, ND, SD, TX

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

Charlton Research Company and Harris Interactive provide consultation on Research!America survey questions.

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