

RESEARCH
PREVENTION
PROMISE
LEGISLATION
FUNDING
NATIONAL
MEDICINE
REGULATIONS

Research!America
AN ALLIANCE FOR DISCOVERIES IN HEALTH®



America speaks

Poll Data
Summary

Volume 5

HOME
LIFE
FINANCIAL
PRIORITIES
NATIONAL
WELL-BEING
HEALTH
SOCIETY
ECONOMY
VOTE
IDEAS
PEOPLE
INVESTMENT
ECONOMICS
COMMUNITY
PROTECTION
HEALTH
HOPE
PRESCRIPTION
OPINIONS
DISPARITIES

Letter from the Chair and the President

Public opinion polls conducted by the media, foundations and political parties demonstrate that health is at or near the top of the issues Americans care about this year. But pollsters rarely ask about the research that makes better health possible. Research!America listens when Americans talk about research, and it is clear that health research is a winning issue with the public.

Medical and health research is more important in 2004 than ever before as health care costs continue to climb; our population ages; obesity threatens in epidemic proportion; and our public health infrastructure is strained on the frontlines of the fight against chronic and emerging diseases, and bioterrorist threats. New questions about the scope and value of science confront us every day, and controversies about best practices call out for more evidence-based medicine.

Investment in research is unique among solutions for our nation's ills. Americans value research and want it to succeed. Given the resources and regulatory climate it needs to thrive, research performed in the public and private sectors can and will help drive down health care costs, pointing the way to improved medications that save lives and money, identifying new treatments for and even eliminating diseases such as diabetes and some cancers, and identifying preventions and early interventions that could delay the onset of heart disease and Alzheimer's by 10 years—and so much more!

We are grateful to *PARADE* magazine for its partnership on our newest poll "Taking Our Pulse: The *PARADE*/Research!America Health Poll," which is featured in this 2004 poll data booklet *America Speaks*, Volume 5. The printing of this booklet is made possible by a generous contribution from the United Health Foundation, our long-time partner in bringing stakeholders in health the most up-to-date information on public attitudes toward research. For regular updates on our polls or more information on Research!America, please visit us online at www.researchamerica.org.

HON. PAUL G. ROGERS
Chair, Research!America



MARY WOOLLEY
President, Research!America



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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.”

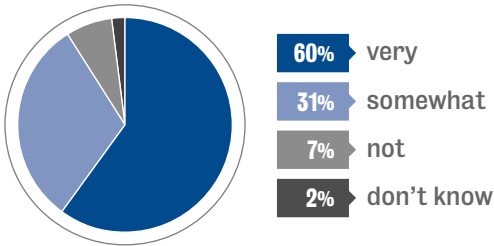
Senator Tom Harkin

Ranking Member

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

U.S. should be world leader in medical and health research

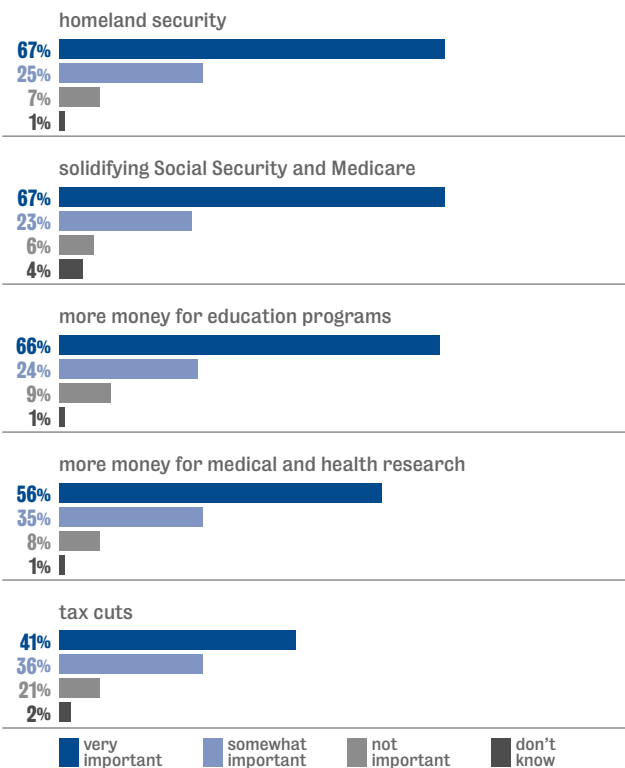
How important do you think it is that the U.S. maintains its role as a world leader in medical and health research?



SOURCE: "TAKING OUR PULSE: THE PARADE/RESEARCH!AMERICA HEALTH POLL" CONDUCTED BY CHARLTON RESEARCH COMPANY, 2004

National priorities

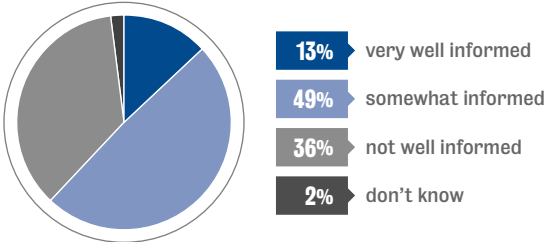
In terms of national priorities, would you say each of the following is...



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2004

Many Americans don't know whether elected officials support research

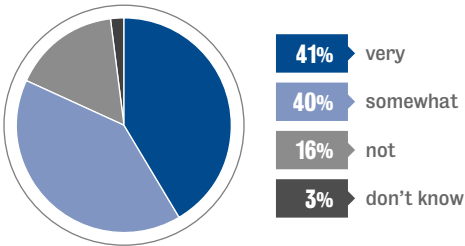
How well informed would you say you are regarding the stance of your elected officials when it comes to their support of medical, health and scientific research?



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2004

State leadership is important

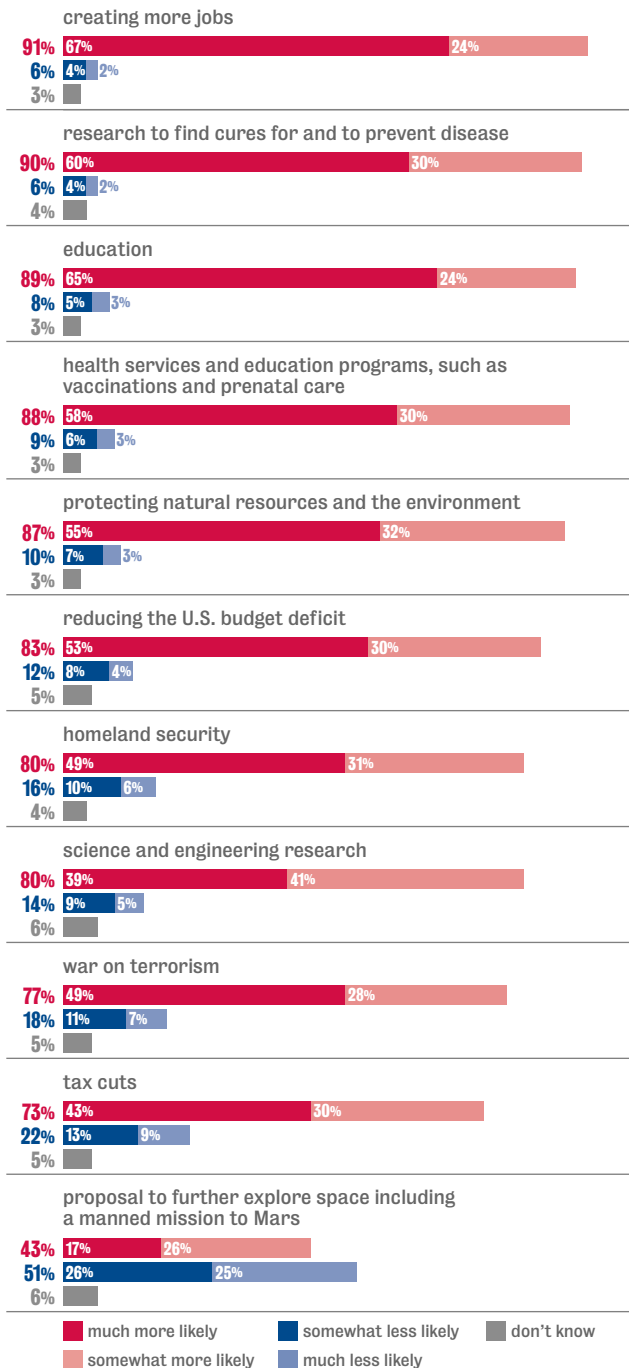
How important is it that your state is a leader in medical and health research?



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2004

Likelihood to vote for candidate

Please tell me if you would 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? Would you be much (more/less) likely or somewhat (more/less) likely?



Protecting America's Health

"Research!America gives us valuable insights about the American public and how they view health issues. The public's voice for advocacy on prevention and public health research is very powerful."

William L. Roper, MD, MPH

Chief Executive Officer

University of North Carolina Health Care System

"Polls are effective tools for gauging and conveying opinions that otherwise might not be heard. Research!America's polls show that people strongly support investing more in research to prevent illness, disease and injury."

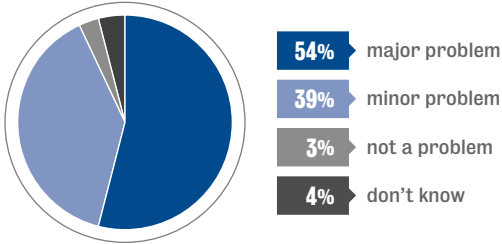
J. Michael McGinnis, MD, MPP

Senior Vice President

The Robert Wood Johnson Foundation

Preventable diseases and injuries are a major health problem

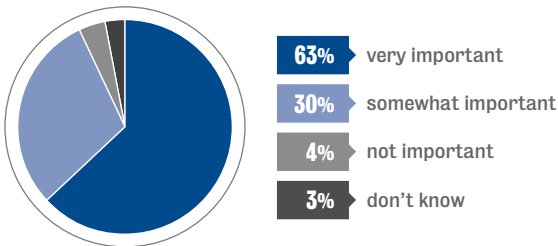
Are preventable diseases and injuries in this country today a major health problem, a minor health problem or not a health problem?



SOURCE: "TAKING OUR PULSE: THE PARADE/RESEARCH!AMERICA HEALTH POLL" CONDUCTED BY CHARLTON RESEARCH COMPANY, 2004

U.S. should invest in public health research

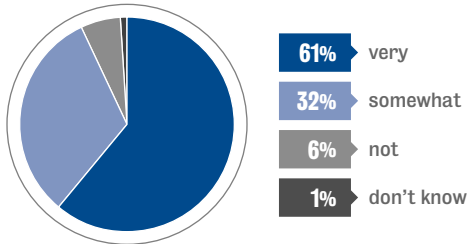
The Centers for Disease Control and Prevention or CDC is the federal agency charged with protecting the health and safety of people in the U.S. and abroad. The CDC's mission is *to promote health and quality of life by preventing and controlling disease, injury, and disability*. How important is it for the U.S. government to invest in research that helps the CDC to fulfill its mission?



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2004

Very important for U.S. to educate and train public health experts

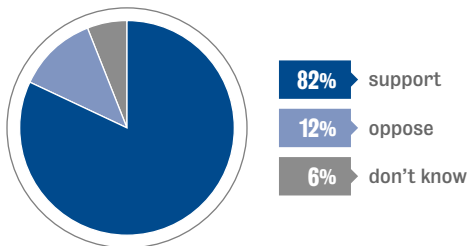
How important is it for the U.S. to educate and train individuals qualified to serve as state and local public health officers and others responsible for protecting community health?



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2004

U.S. should invest in state and local health departments

Would you support or oppose increasing federal funding for state and local health departments across the country that are expected to prepare for and respond to threats to our health?



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2004

Better Health Care Through Research

“Consistently, Research!America’s public opinion polls demonstrate that Americans want more support for medical and health research. Optimal health outcomes are dependent on the expansion of our scientific knowledge and its translation into health care delivery.”

William W. McGuire, MD

Chairman and Chief Executive Officer
UnitedHealth Group

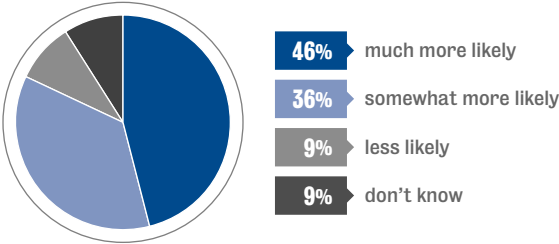
“The only hope for health care delivery improvements in the future is research. The American public is willing to support this and pay for it. We believe it is a very high priority for the citizens of this country according to surveys conducted by Research!America.”

Robert Wells, PhD

President
Federation of American Societies
for Experimental Biology

Americans associate research and training with good hospitals

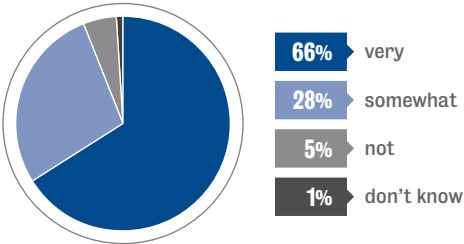
If you knew that a hospital was doing research and training medical students and other health professionals, would that make you more or less likely to think that it was a good hospital?



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2004

Americans value research designed to improve health care

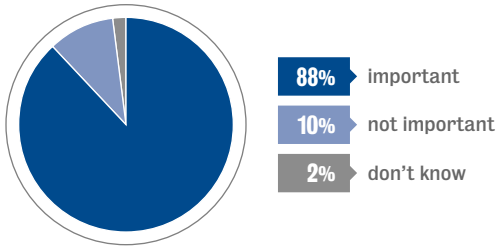
How valuable is research that looks for ways to prevent medical errors and improve the health care system?



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2004

Important to eliminate health disparities

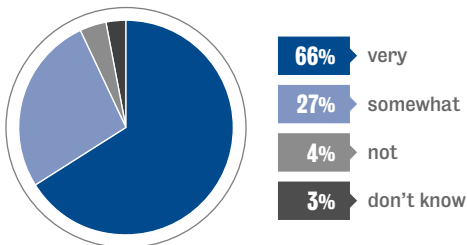
Studies show that certain health problems such as diabetes, heart disease and infant mortality happen more often among citizens with lower incomes and minorities. How important do you feel it is to conduct medical or health research to understand and eliminate these differences?



SOURCE: "TAKING OUR PULSE: THE PARADE/RESEARCH!AMERICA HEALTH POLL" CONDUCTED BY CHARLTON RESEARCH COMPANY, 2004

Medicare important to health care for underserved communities

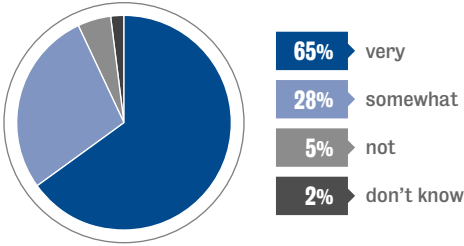
Congress and the Administration are making changes in Medicare. How important do you think it is that any changes ensure the ability of teaching hospitals to provide health care to underserved communities?



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2004

Medicare funding important for teaching hospitals

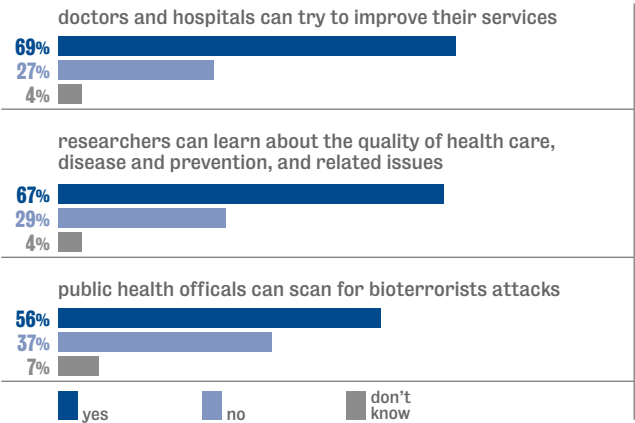
Congress and the Administration are making changes in Medicare. How important do you think it is that any changes ensure the ability of teaching hospitals to train medical doctors and other health professionals?



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2004

Americans willing to share medical information

Assuming that there is no way anyone will have access to your identity, would you be willing to release your health information so that...



SOURCE: "TAKING OUR PULSE: THE PARADE/RESEARCH!AMERICA HEALTH POLL" CONDUCTED BY CHARLTON RESEARCH COMPANY, 2004

Investment

“Clearly, as evidenced by Research!America’s poll data, research is viewed as an economic engine. It is through support of research that, as the public articulates, the nation’s research enterprise will continue to improve quality of life and benefit the economy.”

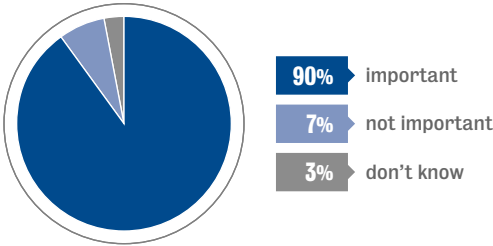
John Yochelson

President

Council on Competitiveness

Research important to U.S. economy

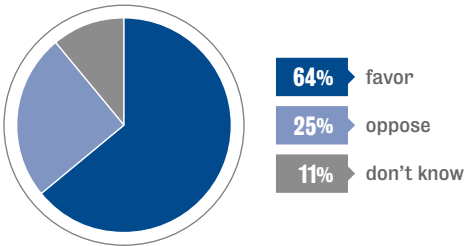
How important do you think medical and health research is to the U.S. economy?



SOURCE: "TAKING OUR PULSE: THE PARADE/RESEARCH!AMERICA HEALTH POLL" CONDUCTED BY CHARLTON RESEARCH COMPANY, 2004

Strong support for doubling scientific research budget

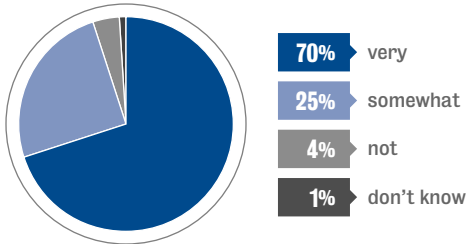
There is a proposal to double our total national spending on government-sponsored science and engineering research over five years. In general, do you favor or oppose this idea?



SOURCE: "TAKING OUR PULSE: THE PARADE/RESEARCH!AMERICA HEALTH POLL" CONDUCTED BY CHARLTON RESEARCH COMPANY, 2004

Very important for U.S. to educate and train researchers

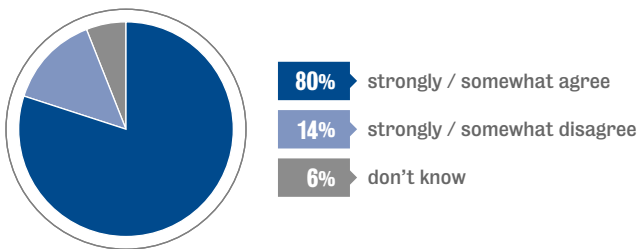
How important is it for the U.S. to educate and train individuals qualified to conduct medical and health research?



SOURCE: "TAKING OUR PULSE: THE PARADE/RESEARCH!AMERICA HEALTH POLL" CONDUCTED BY CHARLTON RESEARCH COMPANY, 2004

Strong support for basic research

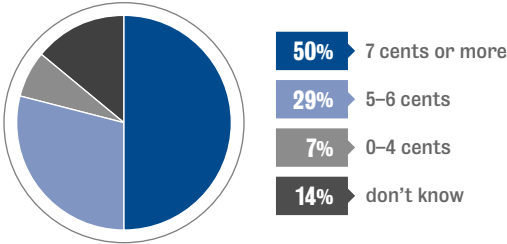
Even if it brings no immediate benefits, basic science research which advances the frontiers of knowledge is necessary and should be supported by the federal government.



SOURCE: "TAKING OUR PULSE: THE PARADE/RESEARCH!AMERICA HEALTH POLL" CONDUCTED BY CHARLTON RESEARCH COMPANY, 2004

Americans want more spent on medical and health research

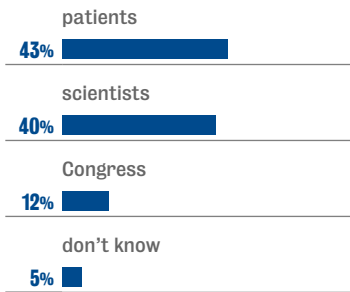
Currently, between 5 and 6 cents out of each health care dollar spent in the U.S. goes for medical and health research. How many cents out of each health care dollar do you think we *should* spend?



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2004

Influencing how government medical research funds are spent

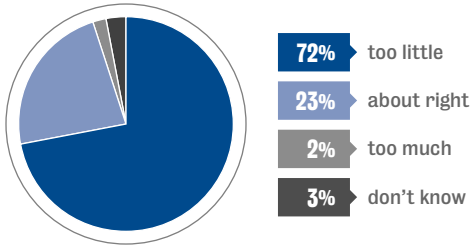
Which of the following do you feel should have the *most* influence on how government medical research funds are spent? Would it be...



SOURCE: "TAKING OUR PULSE: THE PARADE/RESEARCH!AMERICA HEALTH POLL" CONDUCTED BY CHARLTON RESEARCH COMPANY, 2004

Too little spent on prevention research

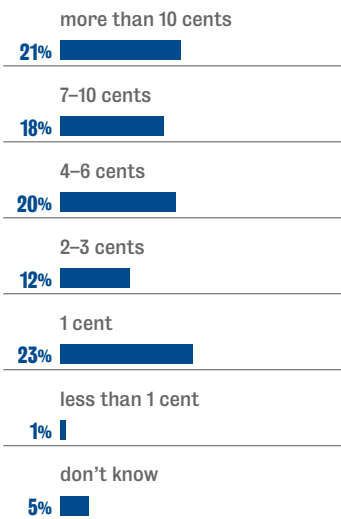
Currently the U.S. spends about one cent of every health care dollar on prevention research. Do you think this is too much, too little or about right?



SOURCE: AGGREGATE 2003, HARRIS INTERACTIVE FOR RESEARCHIAMERICA

Americans want much more spent on prevention research

Currently the U.S. spends about one cent of every health care dollar on prevention research. How many cents out of each health care dollar do you think is right?



SOURCE: HARRIS INTERACTIVE FOR RESEARCHIAMERICA, 2003

Partnerships

"I don't believe we can make progress without strong partnerships and operational synergy among government, academia and industry. It will be required. It will not be an optional nice thing to have. We have to find ways to do it right and do it on a greater scale."

Elias Zerhouni, MD

Director

National Institutes of Health

"Collaborations and partnerships are fundamental to developing a 21st century public health system. We need a seamless pipeline of research to tackle everything from chronic diseases to emerging health threats."

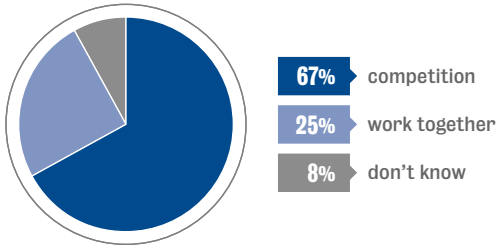
Julie L. Gerberding, MD, MPH

Director

Centers for Disease Control and Prevention

Public not aware of partnerships in research

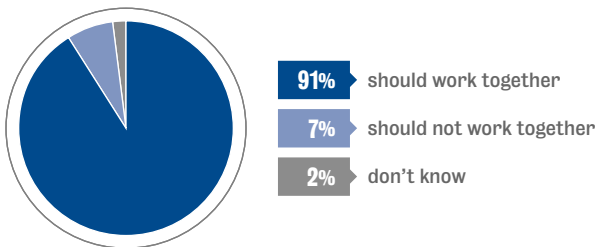
Do you think the institutions conducting medical research in this country, such as government, universities and the pharmaceutical industry, work together to develop new treatments and cures, or do you think they are in competition?



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2004

Americans think research institutions should work together

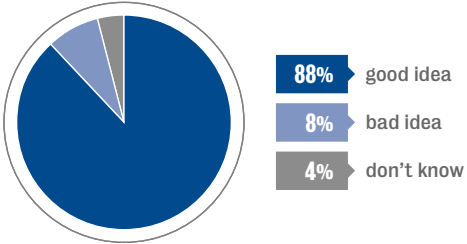
Do you think the institutions conducting medical research in this country, such as government, universities and the pharmaceutical industry, should work together to develop new treatments and cures?



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2004

Good idea for pharmaceutical companies to fund research

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?



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2004

Industry Research and Development

"Research!America epitomizes the value of public-private partnerships. Time and again, Research!America shows how important each sector is to advancing discovery on behalf of citizens' health and how to convey this message to key audiences."

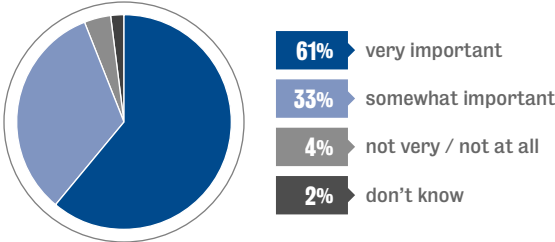
Steven Paul, MD

Group Vice President

Lilly Research Laboratories
Eli Lilly and Company

Pharmaceutical industry important to U.S. economy

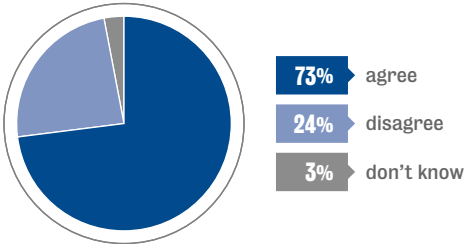
How important do you think the pharmaceutical industry is to the U.S. economy?



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2004

Congress should encourage industry to conduct more medical research

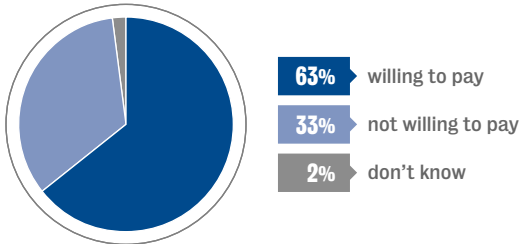
Congress should support tax and regulatory policies that encourage private industries to conduct more medical research. Do you agree or disagree with that idea?



SOURCE: "TAKING OUR PULSE: THE PARADE/RESEARCH!AMERICA HEALTH POLL" CONDUCTED BY CHARLTON RESEARCH COMPANY, 2004

Americans willing to pay more for prescription drugs

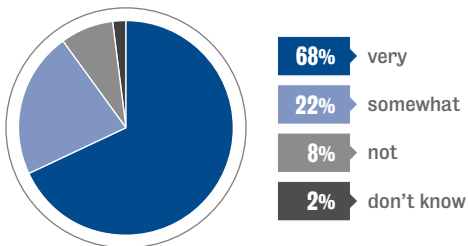
Would you be willing to pay \$1 more for each prescription drug if you were certain that all the money would be spent for additional research?



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2004

Medicare should ensure coverage of prescription drugs

Congress and the Administration are making changes in Medicare. How important do you think it is that any changes ensure coverage of prescription drugs?



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2004

Bringing Research Closer to Home

"Public opinion poll data on health and the research that makes better health possible is of great interest to PARADE's readers. We are delighted to join Research!America in bringing this timely and compelling information to millions of Americans."

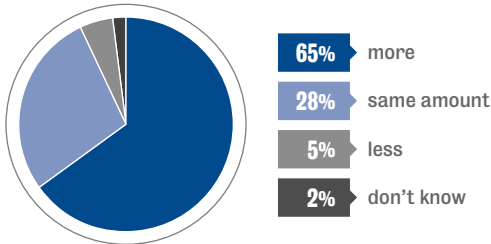
Lee Kravitz

Editor-in-Chief

PARADE

Americans want more information about medical research

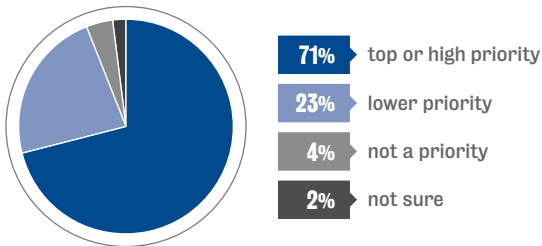
Would you like to see more, less or about the same amount of information about medical research in newspapers, magazines or on television?



SOURCE: "TAKING OUR PULSE: THE PARADE/RESEARCH!AMERICA HEALTH POLL" CONDUCTED BY CHARLTON RESEARCH COMPANY, 2004

Pain research should be a high priority

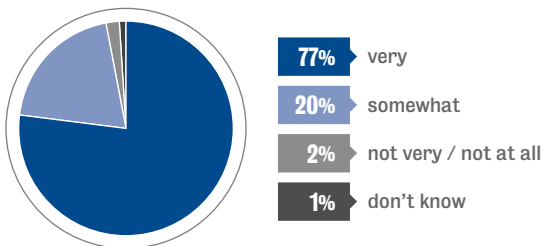
Do you feel that pain research and management should be one of the medical community's top few priorities, a high priority, a lower priority or not a priority?



SOURCE: PETER D. HART RESEARCH ASSOCIATES FOR RESEARCH!AMERICA, 2003

Oral health very important to overall health

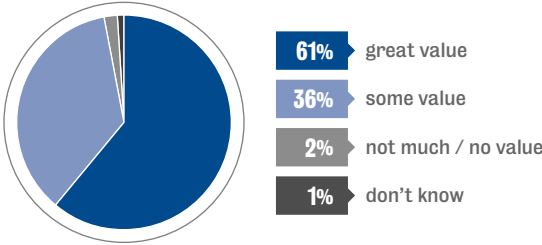
How important do you think your oral health is to your overall health?



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2003

Clinical research is valuable

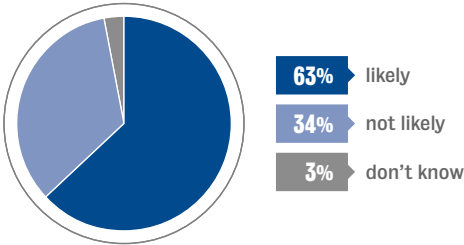
How do you perceive the value of clinical research?
(In clinical research, volunteers choose to participate to test the effectiveness of certain treatments, drugs or devices to improve the care of patients and understand and prevent disease.)



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2001

Many would participate in a clinical research study

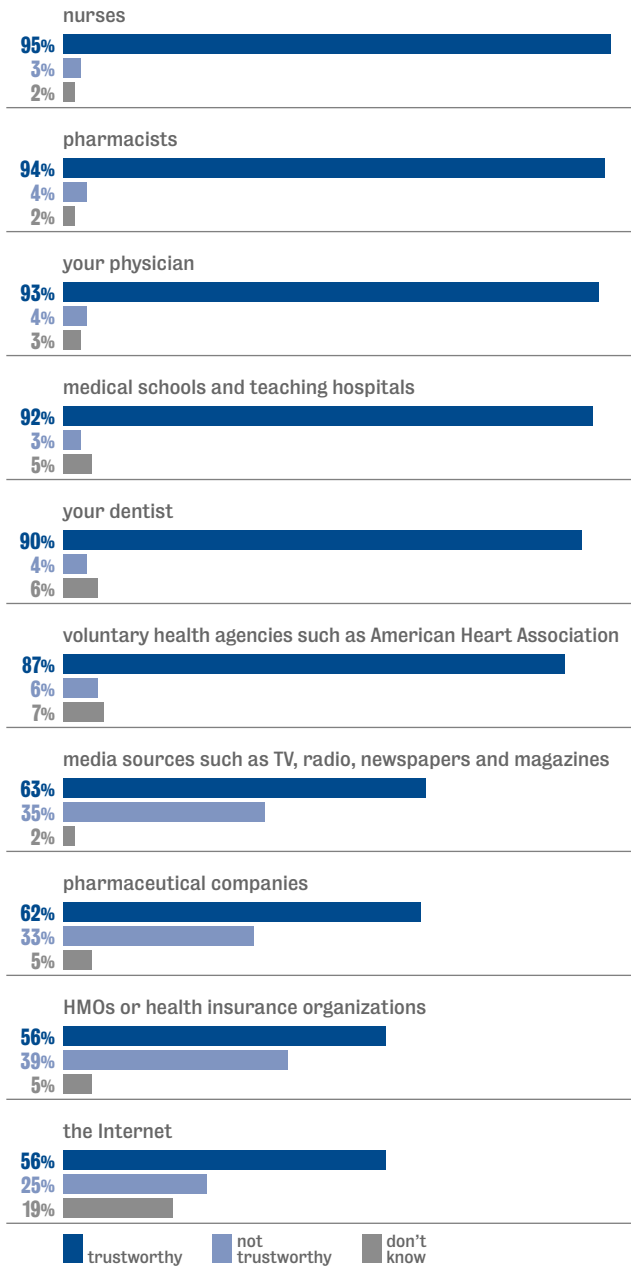
How likely would you be to participate in a clinical research study?



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2001

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 of these sources, I'd like you to tell me how trustworthy you think the information they provide is?



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2002

Policy Issues Impacting Research

"In a democracy, the scientific and medical communities have a responsibility to do more than educate. We must create the means to elicit public input and facilitate the public's influence on the direction of the policy process."

Kathy Hudson

Director

*Genetics and Public Policy Center of Johns
Hopkins University*

"All health research benefits all other health research. We should not pit one disease against another for funding or policy purposes or engage in arguments about dollars per death."

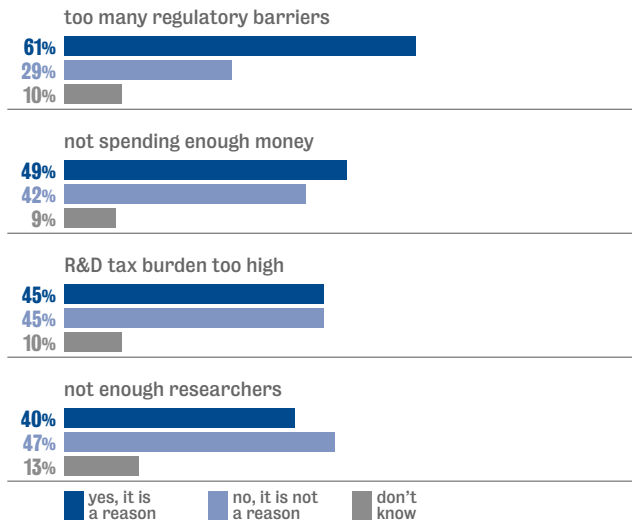
Judith D. Auerbach, PhD

Vice President, Public Policy

American Foundation for AIDS Research

Barriers to research

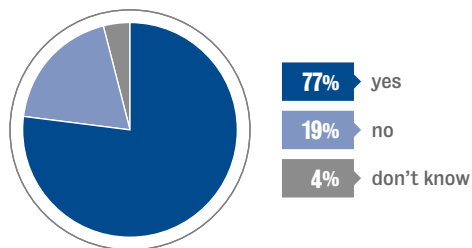
Some people believe medical research should be making more progress. Do you feel the following is a reason why we are *not* making more progress in medical research?



SOURCE: "TAKING OUR PULSE: THE PARADE/RESEARCH!AMERICA HEALTH POLL" CONDUCTED BY CHARLTON RESEARCH COMPANY, 2004

Animal research is necessary

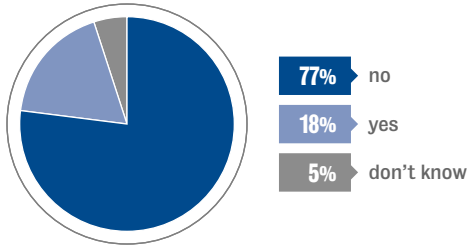
Do you believe the use of animals in medical research is necessary for progress in medicine?



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2004

Reproductive cloning should not be allowed

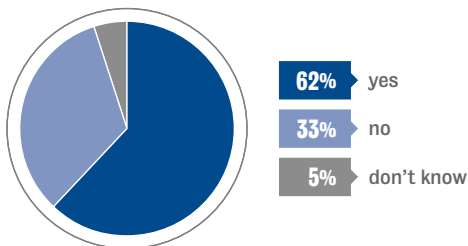
Reproductive cloning is the use of cloning technology to create a child. Do you think that research into reproductive cloning should be allowed?



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2004

Therapeutic cloning should be allowed

Therapeutic cloning is the use of cloning technology to help in the search for possible cures and treatments for diseases and disabilities. Do you think that research into therapeutic cloning should be allowed?



SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2004

Using This Data

- Letters to the editor
- Op-eds
- Newspaper articles
- Letters to and visits with elected officials
- Speeches
- Talking points
- Congressional testimony
- Town hall meetings and debates
- Policy statements

Additional Resources

- American Cancer Society
www.cancer.org
- The American Heart Association
www.americanheart.org
- American Pain Foundation
www.painfoundation.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
- United Health Foundation
www.unitedhealthfoundation.org

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:

2004: "Taking Our Pulse: The PARADE/Research!America Health Poll"

2004: National Poll on Health Research

2004: National Poll on Partnerships in Research

2003: National Poll on Oral Health

2003: National Poll on Pain Research, "America Speaks: Pain in America"

2003: CA, FL, GA, IA, MA, NJ, PA, SC, WA

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

2001: National Poll on Bioterrorism and Research

2001: AR, CT, OH, RI

2000: Prevention Research Initiative (PRI) National Poll

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

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

1998: CT, MI, MS, MO, NY, OK, TN, VA, WA, WV

1997: AK, LA, OH, PA, WI

1996: CA, FL, TX

1995: National

1994: KY

1993: NC

1992: MD

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Printing of Research!America's Poll
Data Booklet (Volume 5) has been
generously underwritten by:

United Health
Foundation



PUBLICATION DATE: MARCH 2004

