

America *Speaks!*



POLL DATA SUMMARY • VOLUME 7

HIGHLIGHTING NEW ISSUES AND TRENDS



Research!America
AN ALLIANCE FOR DISCOVERIES IN HEALTH®

A Message from Research!America's Leadership

**Research is
an essential
component of
our nation's
future health
and economic
prosperity.**

A long-standing commitment to innovation has made ours the most productive nation in history. Unfortunately, there are now many indications that we might be losing our competitive edge. This has evoked a sense of national crisis and reminded us of our responsibility

for the vitality and success of coming generations. The Council on Competitiveness declares that we must “innovate or abdicate,” and the 2005 National Academies’ *Rising Above the Gathering Storm* report calls for a renewed national commitment to science, spurring response at the highest levels of our government. Data reported in this volume confirm public awareness and support for sustaining our nation’s innovation edge.

Since 1992, Research!America has listened to and reported on Americans’ views on these and other research-related topics. Although they differ on many topics, **Americans agree on the value and necessity of investing in research that drives our economy and improves our health.** That investment has never been more important as the specter of rising health care costs looms large. *PARADE* magazine has asked us to explore Americans’ attitudes on aging and longevity as the first wave of Baby Boomers turns 60 in 2006. Initial data from this year-long commitment appears in this volume.

We greatly appreciate the ongoing support of the United Health Foundation, which for seven years has allowed us to produce and distribute annual volumes of “America Speaks.” We are proud to present our findings on behalf of the 125 million-plus voices of the 500 member organizations of the Research!America alliance.



Hon. John Edward Porter
CHAIR
Research!America



Mary Woolley
PRESIDENT
Research!America

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Research!America
Board of Directors



Look for new
questions, trend
changes and
new topics.

“To keep America the world’s most competitive and innovative nation, we must continue to lead the world in human talent and creativity.”

President George W. Bush

February 4, 2006, weekly radio address

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

Appropriations 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.”

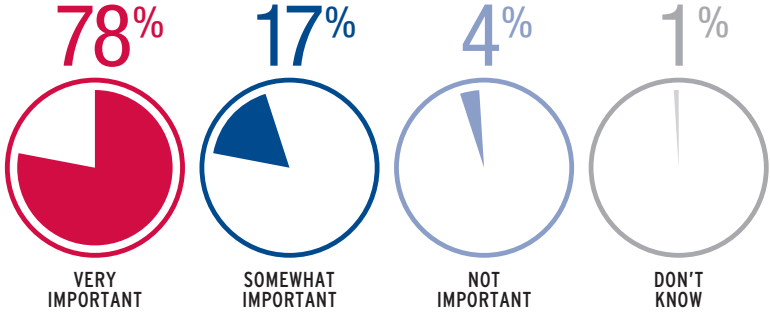
Senator Tom Harkin

RANKING MEMBER

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

U.S. Should Be Global Leader in Medical and Health Research

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

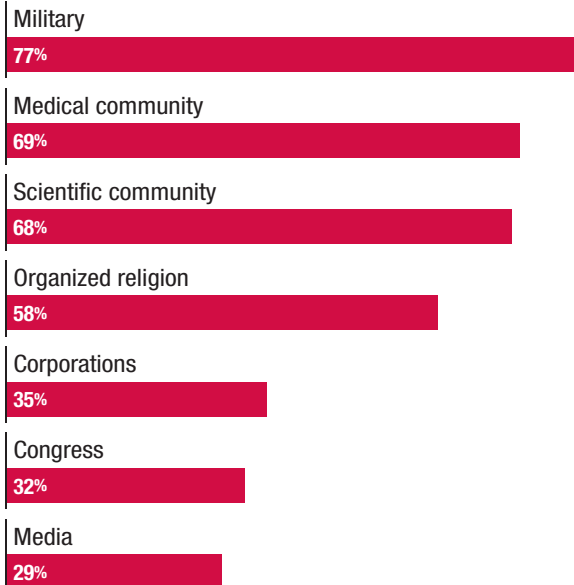


TAKING OUR PULSE: THE PARADE/RESEARCH!AMERICA HEALTH POLL
CHARLTON RESEARCH COMPANY, 2005

Confidence in U.S. Institutions

How much confidence do you have in the following institutions in this country?

(% RESPONDING "HIGH TO COMPLETE CONFIDENCE")

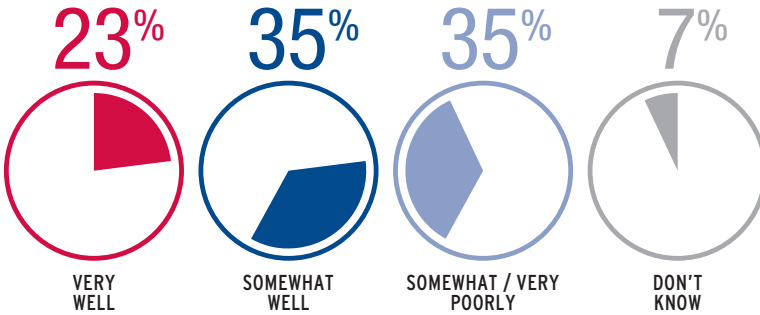


SOURCE: NATIONAL SURVEY, 2006
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

U.S. Performance in Science and Math Education

*** NEW QUESTION**

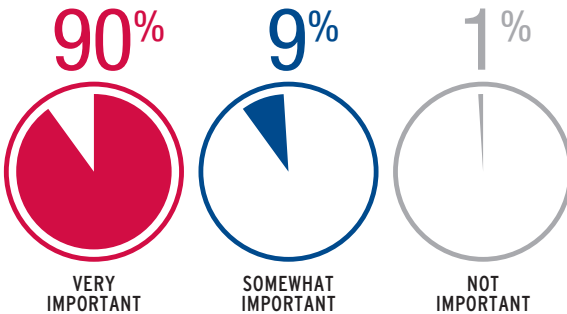
Do you think the U.S. is performing well or performing poorly compared to other nations in terms of science and math education?



TAKING OUR PULSE: THE PARADE/RESEARCH!AMERICA HEALTH POLL
CHARLTON RESEARCH COMPANY, 2005

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, health and scientific research?



TAKING OUR PULSE: THE PARADE/RESEARCH!AMERICA HEALTH POLL
CHARLTON RESEARCH COMPANY, 2005

Investment and Economic Impact

“We must ensure for future generations that America continues to be the innovation leader of the world. Investing in research and development is a critical part of optimizing our nation for innovation, a process that will require strong leadership and involvement from government, industry, academia and labor. We must choose whether to innovate or abdicate.”

Representative Frank Wolf

CHAIRMAN

Appropriations Subcommittee on Science, State, Justice and Commerce

“The highest investment priority in Washington should be to increase the federal budget for scientific research. No other federal expenditure would create more jobs and wealth or do more to strengthen our world leadership, protect the environment and promote better health and education for all Americans. For the security of our future, we must make this investment now.”

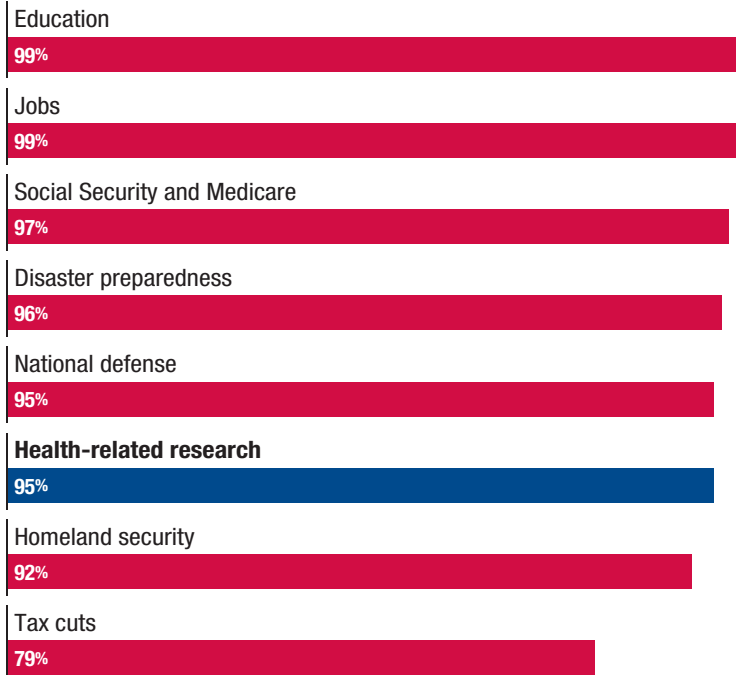
The Honorable Newt Gingrich

FORMER SPEAKER OF THE HOUSE

National Priorities

In terms of national priorities, would you say each of the following is very important, somewhat important, not very important, or not at all important?

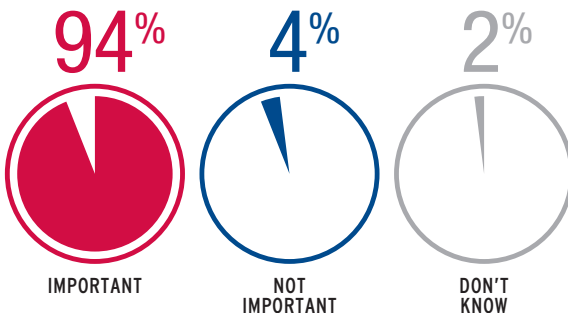
(% RESPONDING "VERY AND SOMEWHAT IMPORTANT")



SOURCE: NATIONAL SURVEY, 2006
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

Research Important to U.S. Economy

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



SOURCE: NATIONAL SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

INVESTMENT AND ECONOMIC IMPACT

Americans Want Increased Funding



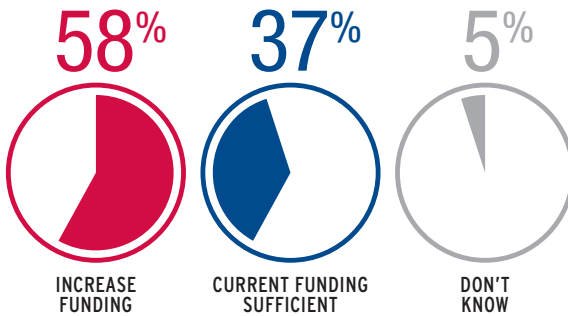
Over the past several decades, U.S. investment in medical and health research has steadily increased.

Recently, Congress voted to cut overall federal funding for this research.

Some people say: Current U.S. funding for medical and health research is sufficient and other budget items are higher priorities now.

Other people say: Increasing U.S. funding for medical and health research now is essential to our future health and economic prosperity.

Which of these statements more closely reflects your opinion?



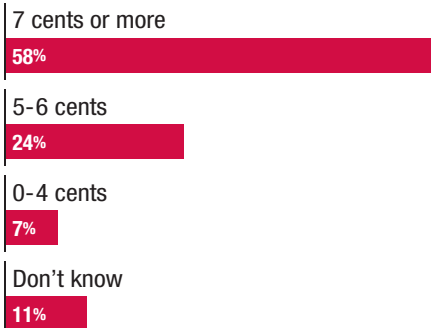
SOURCE: NATIONAL SURVEY, 2006
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

Americans Want More Spent on Medical and Health Research



“DON'T KNOW” RESPONSES REDUCED BY HALF SINCE 2005.

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



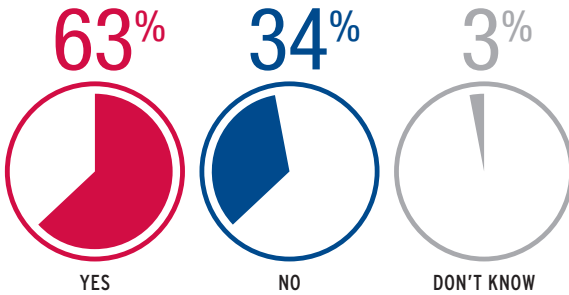
SOURCE: NATIONAL SURVEY, 2006
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

Americans Willing to Pay More for Medical Research

* POSITIVE TREND

“YES” RESPONSE HAS REMAINED HIGH SINCE 2004.

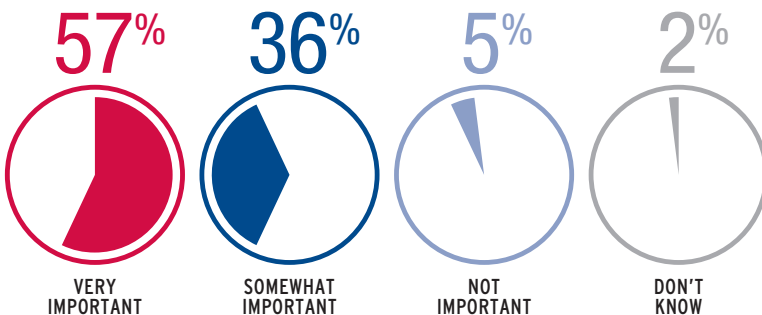
Would you be willing to pay \$1 per week more in taxes if you were certain that all the money would be spent for additional medical research, or not?



SOURCE: NATIONAL SURVEY, 2006
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

Investment in Research Important for Job Creation and Incomes

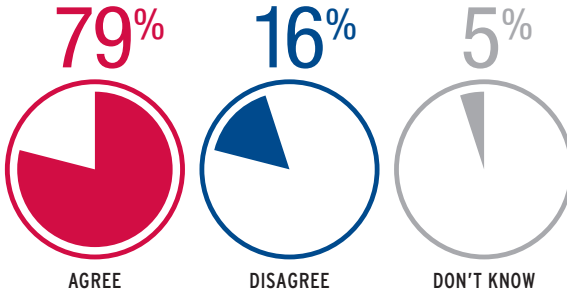
In terms of job creation and incomes, how important do you think it is to invest in scientific research?



SOURCE: NATIONAL SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

Strong Support for Basic Research

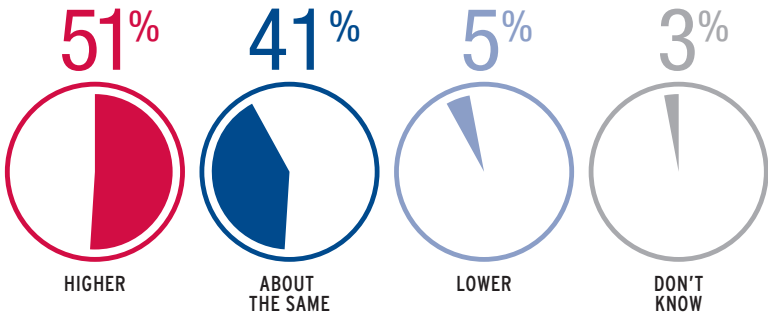
“Even if it brings no immediate benefits, basic science research which advances the frontiers of knowledge is necessary and should be supported by the federal government.” Please tell me if you agree or disagree with this statement?



SOURCE: NATIONAL SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

Managing Costs: Commitment to Research Should Be Higher

As we look for ways to manage health care costs in our country, do you think that the national commitment to health-related research should be higher, lower, or about the same as it is now?



SOURCE: NATIONAL SURVEY, 2006
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

Better Health Care Through Research

“Scientifically based decisions and actions regarding health care choices are essential. Today, it is more obvious than ever that the cornerstone for improving our health system is the adoption of evidence-based medicine as the standard for care decisions and action.”

William W. McGuire, MD

CHAIRMAN AND CHIEF EXECUTIVE OFFICER

UnitedHealth Group

“Research!America’s polling tells us that Americans want their health care services to be based on the best and most recent research available. That is AHRQ’s mission, to ensure research is translated into practice so it can improve people’s lives.”

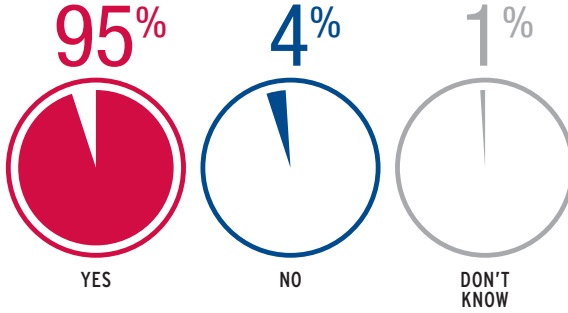
Carolyn M. Clancy, MD

DIRECTOR

Agency for Healthcare Research and Quality

Americans Believe Health Care Should Be Based On Research

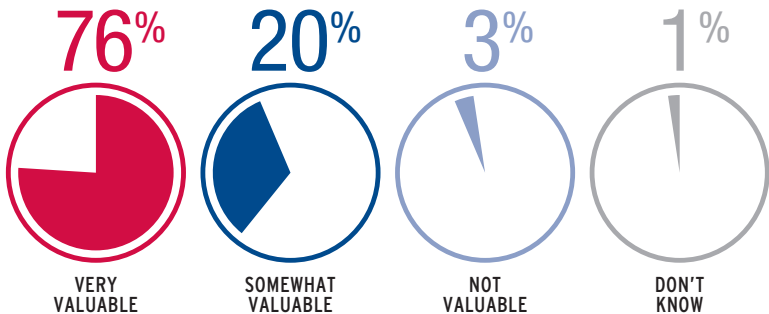
Do you believe that the health care services you receive should be based on the best and most recent research available?



SOURCE: NATIONAL SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

Americans Value Research Designed to Improve Health Care

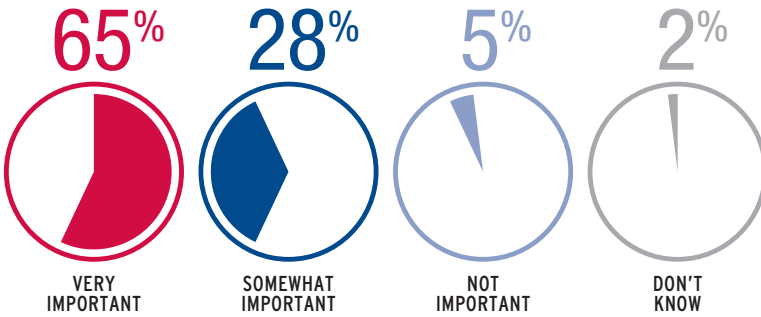
How valuable is research that looks for ways to prevent medical errors and improve the health care system?



SOURCE: NATIONAL SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

U.S. Investment in Health Services Research Is Very Important

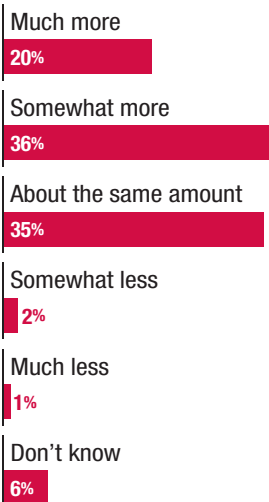
A type of research called health services research seeks to translate discoveries from research into medical practice. How important do you think it is for the U.S. to invest in health services research?



SOURCE: NATIONAL SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

Americans Want More Spent on Health Services Research

Currently, much less than one cent out of each health dollar spent in the U.S. is spent on research that helps translate discoveries into medical practice. How much of each health dollar do you think we **should** spend?



SOURCE: NATIONAL SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

Prevention and Public Health

“Through Research!America polls, Americans express their support for prevention and public health research. Research is a core function of CDC’s mission and is central to protecting the health and safety of our nation.”

Julie L. Gerberding, MD, MPH

DIRECTOR

Centers for Disease Control and Prevention

“Research!America provides the public health community with powerful advocacy tools. In particular, their polls convey that Americans understand the link between research and better health.”

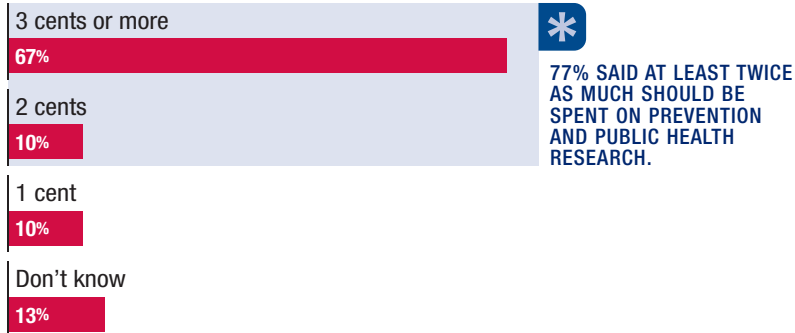
William L. Roper, MD, MPH

CHIEF EXECUTIVE OFFICER

University of North Carolina Health Care System

Americans Want More Spent on Prevention and Public Health Research

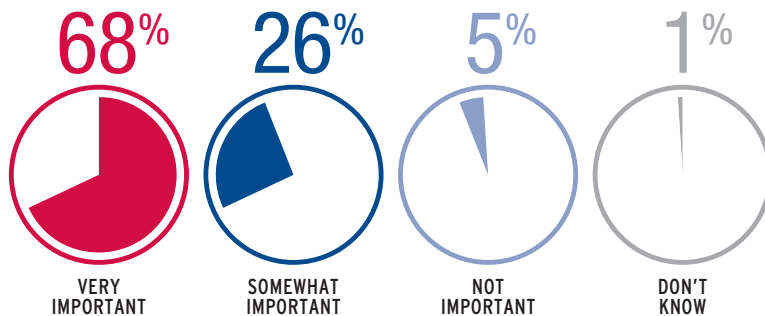
Currently, about one cent out of each health dollar spent in the U.S. goes for prevention and public health research. How many cents out of each health dollar do you think we **should** spend?



SOURCE: NATIONAL SURVEY, 2006
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

Investment in Research Important to CDC's Mission

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?

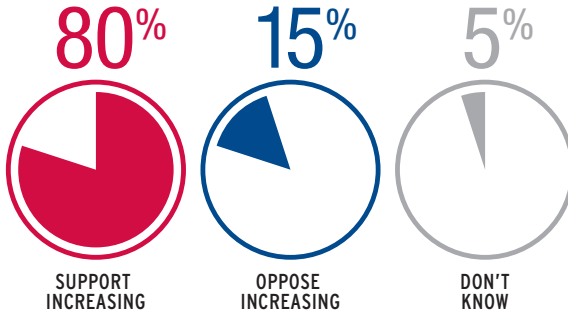


SOURCE: NATIONAL SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

PREVENTION AND PUBLIC HEALTH

U.S. Should Invest in State and Local Health Departments

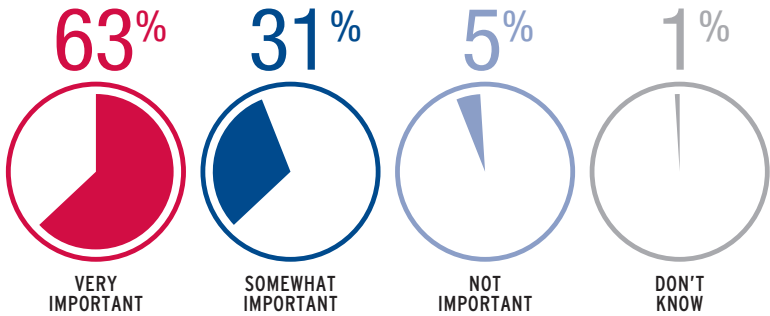
Would you support or oppose increasing federal funding for state and local health departments across the country that are expected to prepare for and respond to threats to our health?



SOURCE: NATIONAL SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

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?

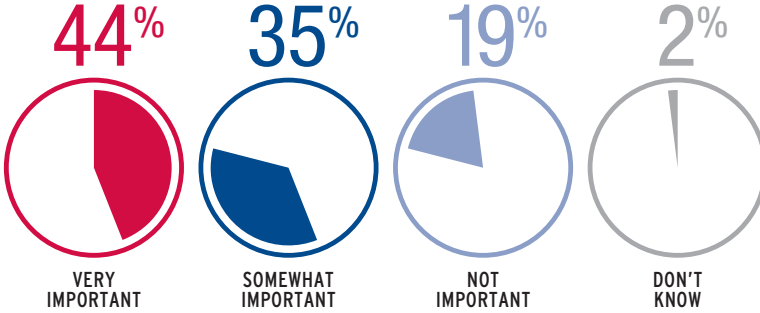


SOURCE: NATIONAL SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

Investing in New Ways to Prevent Injury Important to U.S.

*** NEW QUESTION**

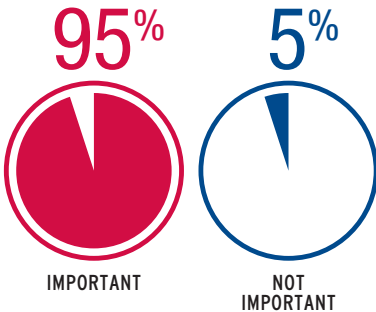
How important do you think it is for the U.S. to invest in new ways to prevent injury?



SOURCE: NATIONAL INJURY SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA AND SAFEUSA

Important to Eliminate Health Disparities

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



SOURCE: AGGREGATE 2001–2005
HARRIS INTERACTIVE FOR RESEARCH!AMERICA

Issues Impacting Research

“Cure today may be just a theory, a hope, a dream. But the promise is powerful enough that I believe this research deserves our increased energy and focus. Embryonic stem cell research must be supported. It’s time for a modified policy — the right policy for this moment in time.”

Senator Bill Frist, MD

SENATE MAJORITY LEADER

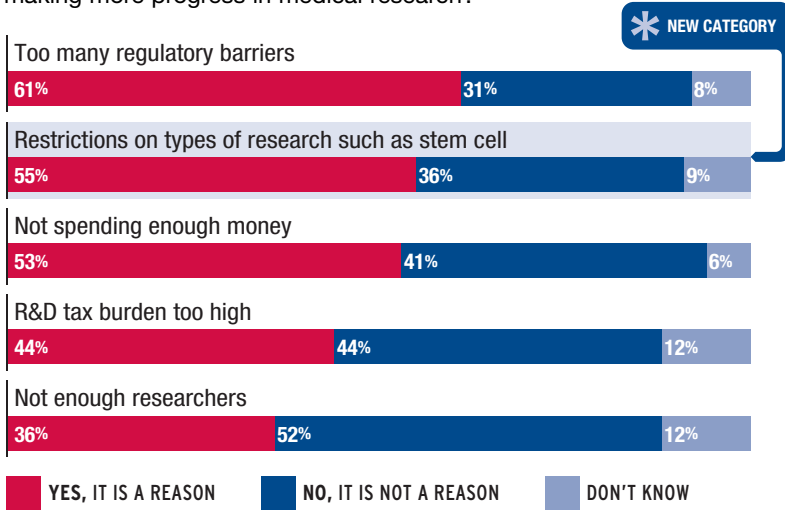
“Now science has presented us with a hope called stem cell research, which may provide our scientists with many answers that have for so long been beyond our grasp. I just don’t see how we can turn our backs on this.”

Nancy Reagan

FORMER FIRST LADY

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?



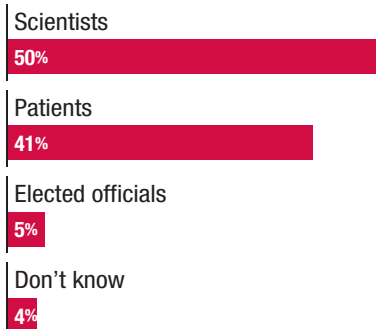
SOURCE: NATIONAL SURVEY, 2006
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

Influencing How Government Medical Research Funds Are Spent

*** TREND CHANGE**

CHOICE OF "PATIENTS" INCREASED SIGNIFICANTLY SINCE 2005.

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



SOURCE: NATIONAL SURVEY, 2006
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

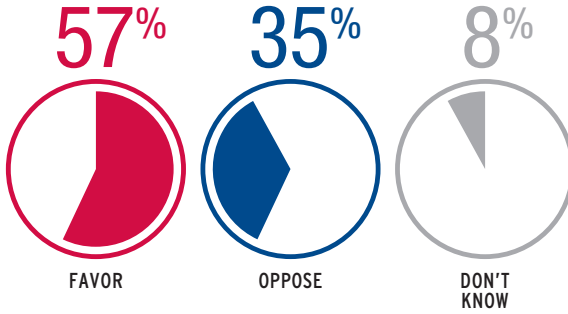
ISSUES IMPACTING RESEARCH

Majority of Americans Favor Federal Funding for Embryonic Stem Cell Research



NEW QUESTION

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



TAKING OUR PULSE: THE PARADE/RESEARCH!AMERICA HEALTH POLL
CHARLTON RESEARCH COMPANY, 2005

Americans Favor Research Using Discarded Embryos

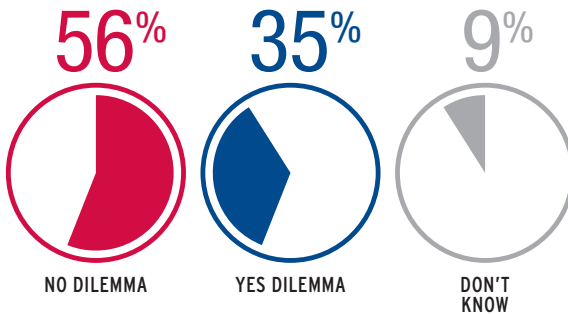


NEW QUESTION

Which of these statements comes closer to your view?

Some people say: Stem cell research using excess embryos from fertility clinics does not pose an ethical dilemma because the embryos would have otherwise been discarded.

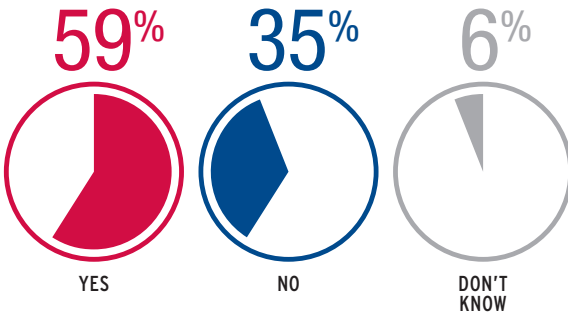
Other people say: Stem cell research using excess embryos from fertility clinics poses an ethical dilemma because they are potentially viable human embryos.



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CHARLTON RESEARCH COMPANY, 2005

Therapeutic Cloning Should Be Allowed

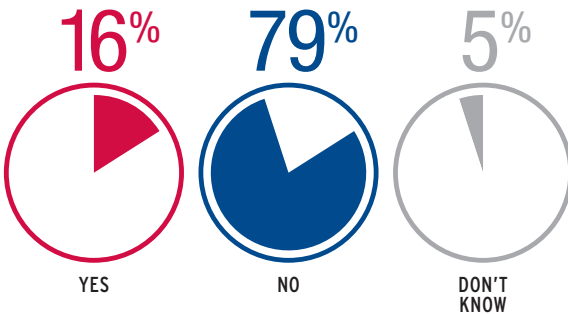
Therapeutic cloning is the use of cloning technology to help in the search for possible cures and treatments for diseases and disabilities. Do you think that research into therapeutic cloning should be allowed?



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CHARLTON RESEARCH COMPANY, 2005

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?



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CHARLTON RESEARCH COMPANY, 2005

The Research Enterprise

“Those of us who fund the innovative, but relatively immature enterprises are taking a chance, it's true, but we view this as a very necessary investment in the future of mankind and that gives us courage.”

Steven Burrill

CHIEF EXECUTIVE OFFICER

Burrill and Company

“The conclusion is clearly and unequivocally that medical research is worth the cost.”

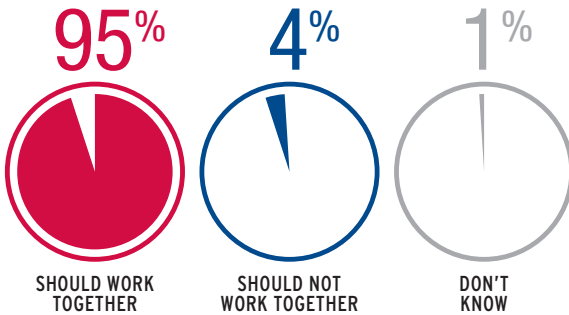
David Culter, PhD

PROFESSOR OF ECONOMICS

Harvard University

Americans Think Research Institutions Should Work Together

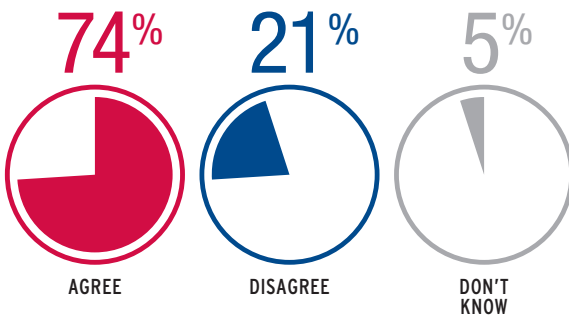
Do you think the institutions conducting medical research in this country, such as government, universities and the pharmaceutical industry, should work together to develop new treatments and cures?



SOURCE: NATIONAL SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

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?



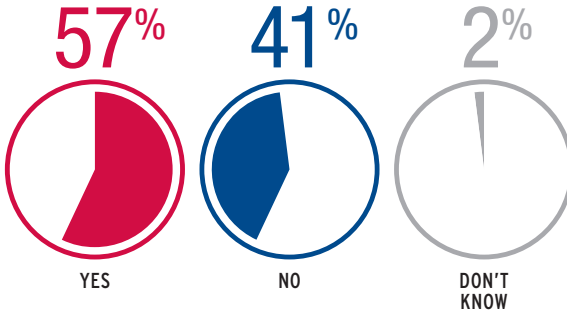
SOURCE: NATIONAL SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

Americans Willing to Spend More for Research



"YES" RESPONSE HAS INCREASED SIGNIFICANTLY SINCE 2005.

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?



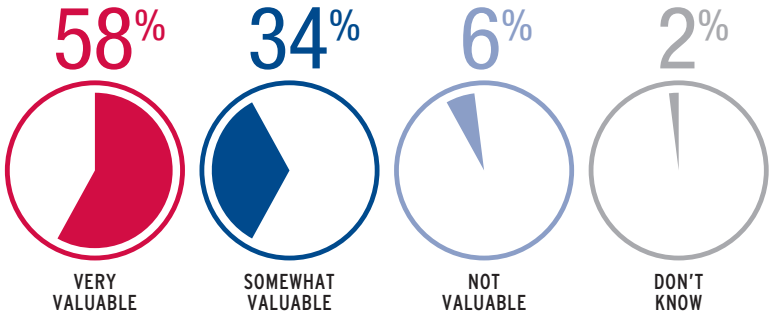
SOURCE: NATIONAL SURVEY, 2006
CHARLTON RESEARCH COMPANY FOR RESEARCHIAMERICA

Improved Medical Technology Very Valuable



From at-home pregnancy tests to MRIs, modern medicine is moving away from invasive procedures.

How valuable is it for the U.S. to invest in these types of advances in diagnostics and imaging techniques?



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CHARLTON RESEARCH COMPANY, 2006

Aging and Longevity

“Americans have concerns about aging and health, but they have an even stronger belief that healthy aging is possible with preventive steps like exercise and a healthy diet. Advances from medical research have brought a better quality of life to all of us, and Americans particularly see its potential as they think about their later years.”

Lee Kravitz

EDITOR-IN-CHIEF

PARADE

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

Mark McClellan, MD, PhD

ADMINISTRATOR

Centers for Medicare and Medicaid Services

Health is #1 Concern



Thinking about the prospect of living to a very old age, what one thing would you worry about most?

Poor, declining, failing health

37%

Financial concerns

23%

Dependence / Burden on family / Living in a nursing home

13%

Losing mental abilities

5%

Other

14%

No worries / Don't know

8%

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CHARLTON RESEARCH COMPANY, 2005

Losing Mental Capacity is Greatest Fear



When you think about aging, what do you fear more: diminished physical ability or losing mental capacity?

62%



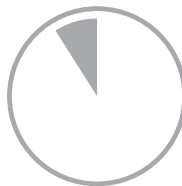
LOSING MENTAL
CAPACITY

29%



DIMINISHED
PHYSICAL ABILITY

9%



DON'T
KNOW

TAKING OUR PULSE: THE PARADE/RESEARCH!AMERICA HEALTH POLL
CHARLTON RESEARCH COMPANY, 2005

High Expectations for Medical Breakthroughs

*** NEW QUESTION**

Please tell me whether you think the following medical breakthroughs will occur within the next 20 years.

A cure for diabetes

65%

A cure for Parkinson's disease

59%

A cure for Alzheimer's disease

54%

A cure for heart disease

52%

A cure for cancer

48%

A cure for AIDS

47%

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CHARLTON RESEARCH COMPANY, 2005

Research to Lengthen Life is Valuable

*** NEW QUESTION**

How valuable do you think it is for scientists to do research specifically designed to lengthen life?

42%



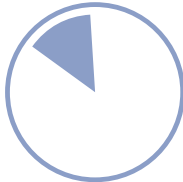
VERY VALUABLE

43%



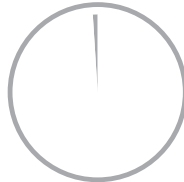
SOMEWHAT VALUABLE

14%



NOT VALUABLE

1%



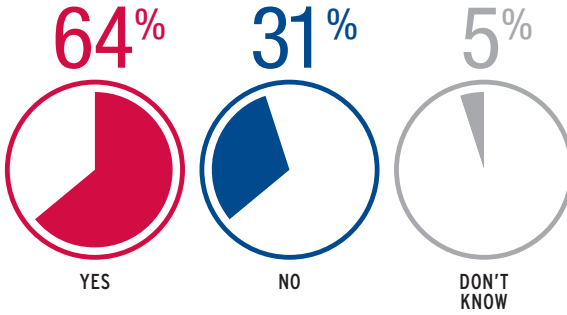
DON'T KNOW

SOURCE: LONGEVITY POLL, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

Americans Willing to Pay More For Research



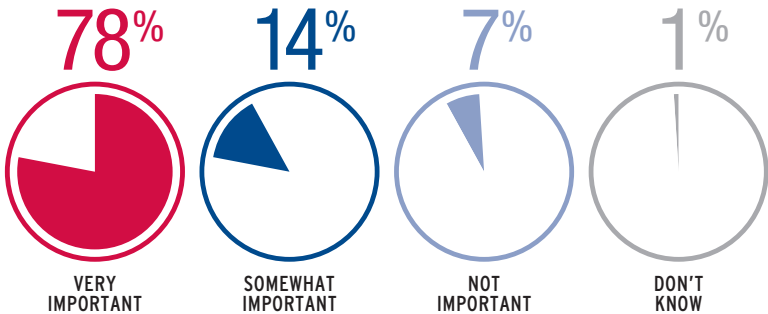
Would you be willing to pay \$1 per week in taxes if you were certain that the money would be spent on research to prevent, treat and cure diseases and disabilities that primarily affect older Americans, or not?



SOURCE: LONGEVITY POLL, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

Health Care for All Americans is Very Important

In terms of national priorities, how important is providing health care coverage for all Americans?



SOURCE: LONGEVITY POLL, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

Clinical Research

“Our investment in understanding disease and disability returns dividends in longer, healthier lives. We must continue to make major inroads in fighting humanity’s most enduring illnesses and work to confront emerging threats.”

Elias Zerhouni, MD

DIRECTOR

National Institutes of Health

“All research is an investment — you have to invest money and effort with the hope and expectation that it will pay off for the patient as soon as possible.”

Robert Wood Johnson, IV

BUSINESSMAN AND OWNER OF THE NEW YORK JETS

As quoted in Arthritis Today, published by the Arthritis Foundation

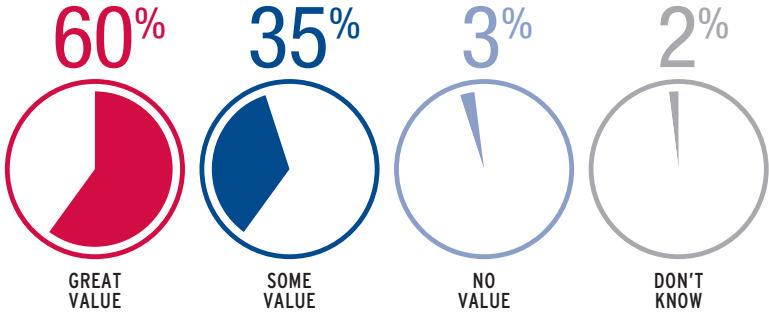
Clinical Research is Valuable



TREND
CHANGE

“GREAT VALUE” RESPONSE HAS DECREASED
SIGNIFICANTLY SINCE 2004.

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 in improving the care of patients and understanding and preventing disease.)



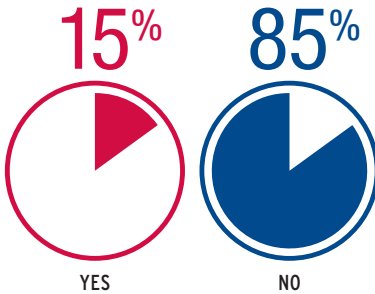
SOURCE: NATIONAL SURVEY, 2006
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

Few Participate in Clinical Research



NEW
QUESTION

Have you ever participated in a clinical
research study?



SOURCE: NATIONAL SURVEY, 2006
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

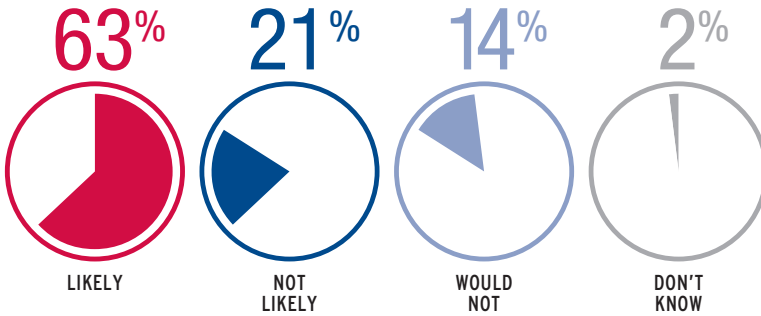
Majority of Americans Would Participate in Clinical Research



TREND CHANGE

“LIKELY TO PARTICIPATE” RESPONSE HAS INCREASED SIGNIFICANTLY SINCE 2004.

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



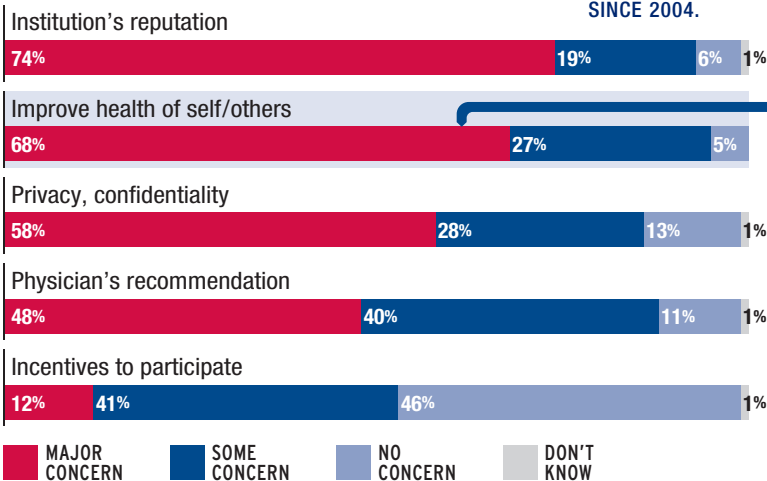
SOURCE: NATIONAL SURVEY, 2006
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

Factors Affecting Participation in Clinical Research

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

TREND CHANGE

“MAJOR CONCERN” RESPONSE HAS INCREASED SIGNIFICANTLY SINCE 2004.

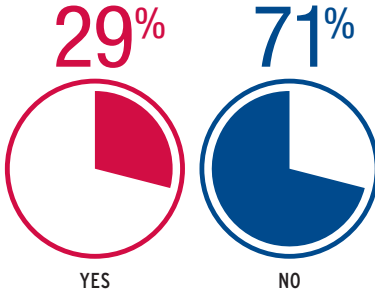


SOURCE: NATIONAL SURVEY, 2006
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CLINICAL RESEARCH

Most Have Not Talked to Their Doctors About Research

Have you ever talked to your doctor about medical research?

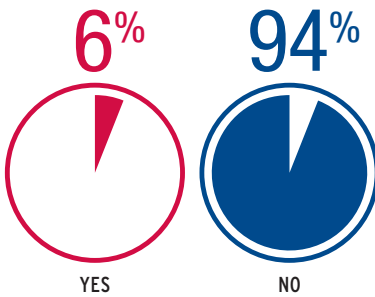


SOURCE: NATIONAL SURVEY, 2006
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

Few Doctors Suggest Participation

* NEW QUESTION

Has your doctor ever suggested that you participate in a clinical research study?



SOURCE: NATIONAL SURVEY, 2006
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

Research!America began commissioning polls in 1992 in an effort to measure and understand public support for medical, prevention, health and scientific research. The results of Research!America's polls proved invaluable to our alliance of 500 member organizations and, in turn, to the fulfillment of our mission to make research a higher national priority. In response to growing usage and demand, Research!America has expanded its portfolio, which now includes state, national and issue-specific polling. Poll data is available by request or at our website: www.researchamerica.org.

SURVEY METHODOLOGY

- * Telephone (random-digit dialing) polls are conducted with a sample size of 800-1000 adults (age 18+) and a maximum theoretical sampling error of +/- 3.5 percent. Data are demographically representative of adult U.S. residents (state or national).
- * Online polls are conducted with a sample size of 1000-2000 adults and sampling error of +/-3.1 percent. The data is weighted in two stages to ensure accurate representation of the U.S. adult population.
 - * Figures for age, gender, race, education and income are weighted where necessary to bring them into line with population demographics.
 - * "Propensity score" weighting is also used to adjust for respondents' propensity to be online.

ADDITIONAL RESOURCES

For a summary of public attitudes and perceptions about health research, reference Research!America's 2005 *JAMA* article at <http://jama.ama-assn.org/cgi/content/abstract/294/11/1380>.

American Cancer Society
www.cancer.org

The American Heart Association
www.americanheart.org

The Coalition for the Advancement of Medical Research
www.stemcellfunding.org

Charlton Research Company
www.charltonresearch.com

Harris Interactive
www.harrisinteractive.com

The Henry J. Kaiser Family Foundation
www.kff.org

National Science Board: Science and Engineering Indicators
www.nsf.org

PARADE
www.parade.com

Pew Charitable Trusts
www.pewtrusts.com

The Robert Wood Johnson Foundation
www.rwjf.org

United Health Foundation
www.unitedhealthfoundation.org

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