

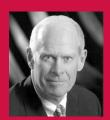
# AMERICA SPEAKS Poll Data Summary • Volume 9 • 2008







#### A Message from Research!America's Leadership



HON. JOHN EDWARD PORTER Chair, Research!America



MARY WOOLLEY

President, Research!America

Research!America's goal is to make research to improve health an undeniable priority—one policymakers can't ignore because millions of Americans are urging them to ensure our nation's future health and economic security.

We are employing new strategies to activate our alliance and the American people. A few highlights:

- To better inform voters about congressional and presidential candidates' views on health and health research, and to help candidates convey their positions, Research!America and our partners offer *Your Candidates-Your Health: 2008*. Questions similar to those asked of the candidates were asked of Americans. The findings send a clear message that voters expect research to play a role in solving our health care challenges.
- The first-ever national survey of Hispanic opinions on health research, commissioned with the National Alliance for Hispanic Health, shows the value the Hispanic community places on research. Hispanics place a high value on health research and want to expand opportunities for Hispanic youth in science-based careers. See <a href="https://www.researchamerica.org">www.researchamerica.org</a> for more findings from this poll.
- In our recent poll focused on innovation and collaboration, we see a disconnect between expectations for medical research and appreciation of real-life benefits that help Americans every day: just 57% of Americans say health-related research has helped them or someone close to them, but 90% purchased prescription drugs for themselves or family last year.

Special thanks to the United Health Foundation, which has again generously funded America Speaks. We are proud to present our findings on behalf of the more than 125 million voices represented by our members.

### **Table of Contents**

Leadership & Competitiveness	2
Investment & Economic Impact	6
Transforming Health Through Research	10
Prevention & Public Health	15
The Research Enterprise	18
Hispanics On Research & Health	23
Expectations for the Future	27
Survey Methodology & Additional Resources	32
Board of Directors	33

Throughout this document, you will find:



Visit www.yourcandidatesyourhealth.org

## Leadership and Competitiveness

"A healthier America means a major investment in basic biomedical research, while ensuring universal access to its discoveries."

REP. NANCY PELOSI (CA)

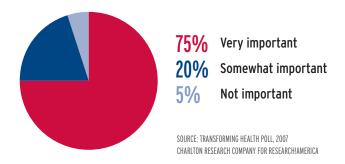
Speaker of the U.S. House of Representatives

"No country has the national research laboratories we have. We have won the most Nobel Prizes in science. We have registered the most patents. Such innovation has been responsible for as much as half of the nation's growth in productivity—in plain English, the reason we have such a disproportionate share of the world's best paying jobs."

U.S. SEN. LAMAR ALEXANDER (TN)

#### U.S. Should Be Global Leader in Medical Research

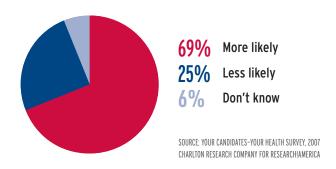
How important do you think it is that the U.S. is a global leader in medical research?



#### Americans More Likely to Vote for Candidates Who Support Research



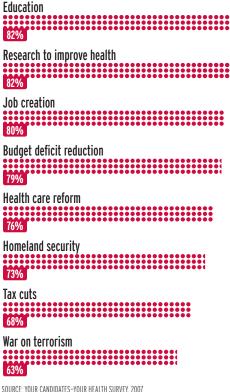
The first presidential primaries are scheduled to take place in January of 2008. If a candidate is a strong supporter of federal spending for medical, health and scientific research, would that make you more or less likely to vote for that candidate?



#### Likeliness to Vote for Candidate



Please tell me if you would be more likely or less likely to vote for a presidential candidate if he or she supported increased funding for the following? (% saying "More Likely")

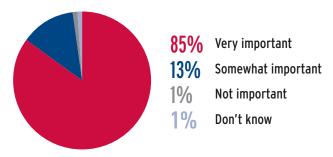


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#### Scientific Research Very Important in America Today



In today's society, how important do you think scientific research is?

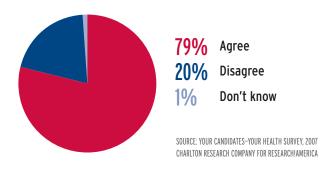


SOURCE: BRIDGING THE SCIENCES SURVEY, 2006 CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

#### U.S. Competitive Edge in Innovation

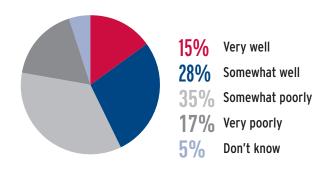


Do you agree or disagree with this statement: The U.S. is in danger of losing its global competitive edge in science, technology and innovation.



### U.S. Performance in Science and Math Education Lacking

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



SOURCE: BRIDGING THE SCIENCES SURVEY, 2006
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## Investment & Economic Impact

"When I reflect on the state of American competitiveness today, my immediate feeling is one not only of pride but also of deep anxiety...

We are content to live off the investments that previous generations made for us—in education, in health care, in basic scientific research—but are unwilling to invest equal energy and resources to ensure that America's future is as bright and prosperous as its present."

#### BILL GATES

Founder of Microsoft, in testimony to the U.S. Senate

"It is crucial, not just for the health of our citizens but also for the health of our economy, to adequately fund America's flagship institution for biomedical research, the National Institutes of Health."

#### **GREG LUCIER**

Chair and CEO of Invitrogen

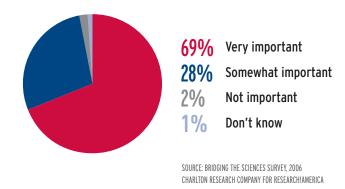
"The conclusion is clearly and unequivocally that medical research is worth the cost."

#### DAVID CUTLER, PHD

Professor of Economics at Harvard University

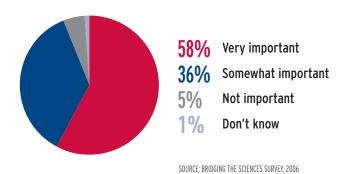
#### Research Important to U.S. Economy

How important do you think scientific research is to the U.S. economy?



#### **Investment in Research Important** for Job Creation and Higher Incomes

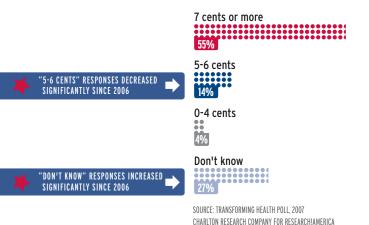
In terms of job creation and higher incomes, how important do you think it is to invest in scientific research?



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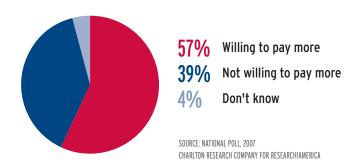
#### Americans Want More Spent on Medical and Health Research

Currently, about 6 cents of each health dollar spent in the U.S. is spent on medical and health research. How many cents of each health dollar do you think we SHOULD spend?



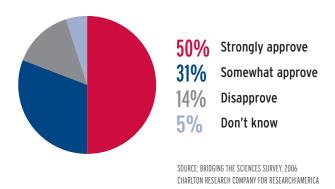
#### Americans Willing to Pay More for Medical Research

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?



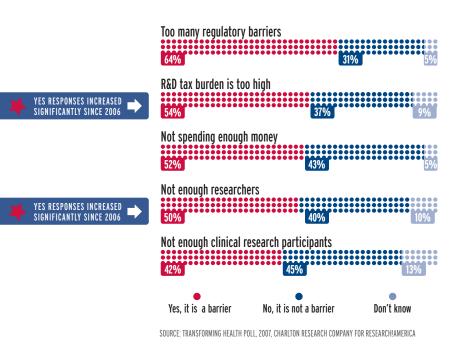
#### States Should Provide Financial Incentives to Attract Research

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?



#### **Barriers to Research**

Some people believe medical research should be making more progress. For each of the following, please tell me if you feel this is a barrier to progress in medical research.



### Transforming Health Through Research

"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's AHRO's mission, to ensure research is translated into practice so it can improve people's lives."

CAROLYN CLANCY, MD

Director of the Agency for Healthcare Research and Quality

"Clearly the future looks bright, but it is essential that we preserve an environment that fosters innovation and research. And treatment advances are of little use if those who need them cannot access them."

THE HON. BILLY TAUZIN

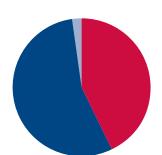
President and CEO of PhRMA

#### **Americans Dissatisfied with** Quality of U.S. Health Care



OUR CANDIDATES YOUR HEALTH

Thinking about the country as a whole, are you generally satisfied or dissatisfied with the quality of health care in the country?



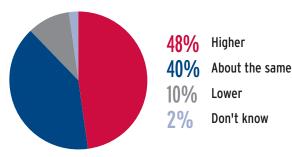
43% Satisfied 55% Dissatisfied 20/0 Don't know

SOURCE: YOUR CANDIDATES-YOUR HEALTH SURVEY, 2007 CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

#### Americans Split on Commitment to Research



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?



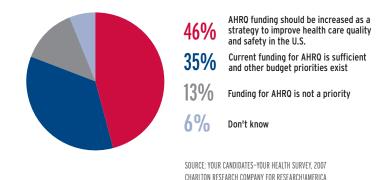
SOURCE: YOUR CANDIDATES-YOUR HEALTH SURVEY, 2007 CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

#### Support for AHRQ Funding Increase





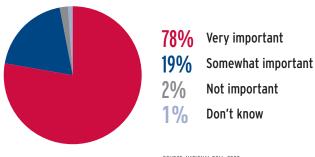
The Agency for Healthcare Research and Quality is the lead federal agency charged with funding health services research, which seeks to rapidly translate discoveries from research into medical practice and improve the quality, safety and effectiveness of health care. Since 2002, funding for AHRQ has been cut or remained flat. Which of the following statements most accurately reflects your view?



#### Americans Want New Drugs and Devices Quickly



How important is it that new drugs and medical devices are made available as soon as the FDA can adequately test their safety?



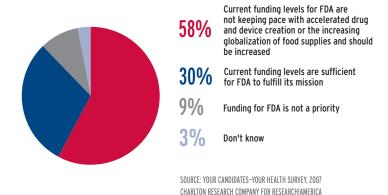
SOURCE: NATIONAL POLL, 2007 CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

#### Support for FDA Funding Increase





The Food and Drug Administration is responsible for protecting public health by assuring the safety and effectiveness of drugs, medical devices and our nation's food supply. In recent years the FDA has been required to take on greater responsibilities without a corresponding increase in funding. Which of the following statements best reflects your opinion?

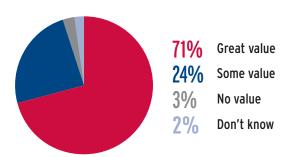


#### Clinical Research is Valuable

One kind of research, often referred to as clinical trials, is clinical research. In this, patients choose to participate to test the safety and effectiveness of certain treatments, drugs or devices. How important is this kind of research?



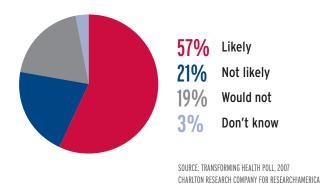
"Great value" responses increased significantly since 2006



SOURCE: TRANSFORMING HEALTH POLL, 2007 CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

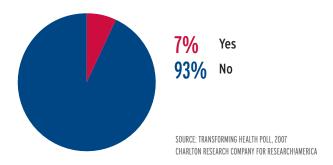
### Majority of Americans Would Participate in Clinical Research

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



#### **Few Doctors Suggest Participation**

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



## Prevention & Public 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 of the Centers for Disease Control and Prevention

"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

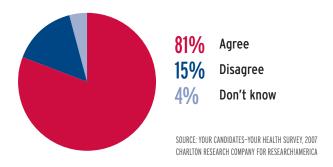
Director of the Engelberg Center for Health Care Reform at Brookings

#### **Health Care System Should** Focus on Preventing Illness



Do you agree or disagree that our health care system should be redesigned to encourage preventing illness rather than dealing with disease once symptoms are apparent?

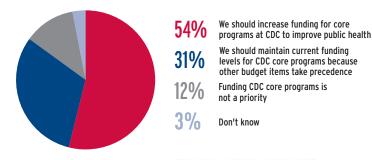




#### Americans Oppose Cuts to CDC Budget



The Centers for Disease Control and Prevention is charged with protecting the health and safety of Americans. In recent years, funding for core programs, such as chronic disease and injury prevention, tobacco control and environmental health, at CDC has been cut. Which of the following statements most accurately reflects your view?

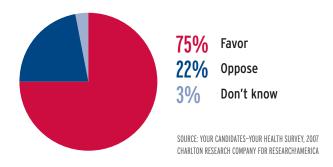


SOURCE: YOUR CANDIDATES-YOUR HEALTH SURVEY, 2007 CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

#### Strong Support for State and Local **Health Department Funding**



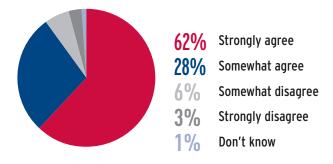
Do you favor or oppose increasing federal funding for state and local health departments and hospitals across the country that are expected to prepare for and respond to threats to our health?



#### Mental Health Services Should be Part of All Health Care Plans



Do you agree or disagree that mental health services should be part of all health care plans in the public and private sectors?



SOURCE: YOUR CANDIDATES-YOUR HEALTH SURVEY, 2007 CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

## The Research Enterprise

"We know that research is the most powerful force driving innovation and productivity in America and around the globe."

ARDEN BEMENT JR., PHD
Director of the National Science Foundation

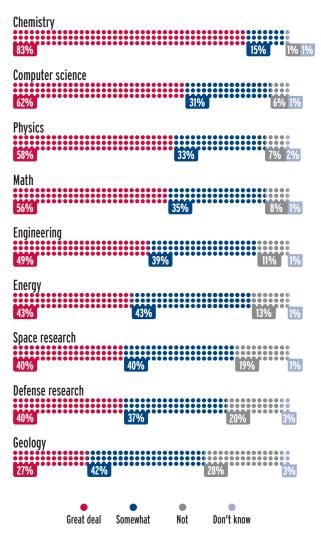
"Over the years, global leadership has come to be accepted by many U.S. citizens as an American province—which it often seemingly has been, particularly in the closely related fields of science, engineering, and innovation. But leadership is not an American birthright."

#### NORMAN R. AUGUSTINE

Chair of the Committee on Prospering in the Global Economy of the 21st Century Retired Chairman and CEO of Lockheed Martin Corporation

#### Medical Progress Affected by Many Fields of Science

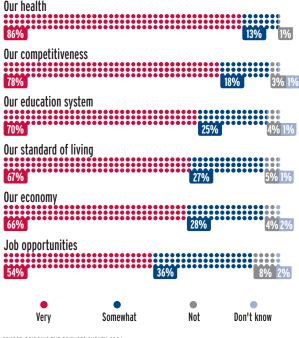
Medical progress is influenced by research in various fields. To what degree do think the following fields affect medical advances?



SOURCE: BRIDGING THE SCIENCES SURVEY, 2006 CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

#### Science Important to U.S. Health and Competitiveness

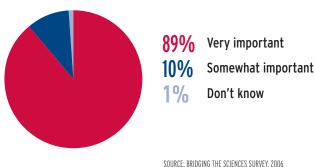
How important is the role science plays in ...?



SOURCE: BRIDGING THE SCIENCES SURVEY, 2006 CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

#### Very Important for U.S. to Educate and Train Researchers

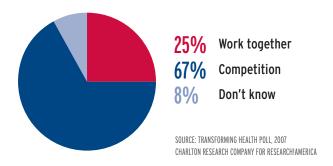
How important is it for the U.S. to educate and train individuals qualified to conduct medical, health, and scientific research?



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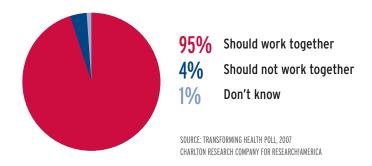
#### Competition or Cooperation in Medical Research?

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



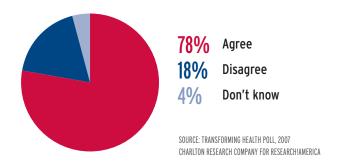
#### **Americans Think Research** Institutions Should Work Together

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



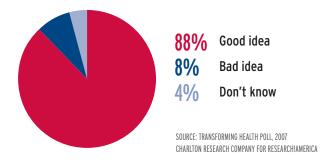
#### **Congress Should Encourage Industry** to Conduct More Medical Research

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



#### 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?



## Hispanics On Research & Health

"As Americans we should spend more, invest more in cancer research and the National Institutes of Health and many of our entities that are underfunded and with flat budgets. We should invest more in stem cell research. We should find ways to invest in the diseases in this country."

**GOV. BILL RICHARDSON** 

As a candidate for President, in response to Elizabeth Edwards' recent cancer diagnosis in March 2007

"Hispanics place a high value on health research but want the paths to careers in science opened for Hispanic youth. It is imperative that measures be taken to ensure that they are encouraged to enter the science fields and Hispanic youth supported to achieve their extraordinary potential in medical and science careers."

JANE L. DELGADO, PHD

President and CEO of the National Alliance for Hispanic Health

"We need to encourage our young people to pursue careers in science and math and encourage a resurgence of STEM (science, technology, engineering and mathematics) disciplines."

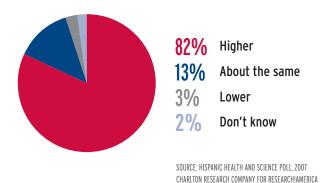
U.S. REP. SOLOMON ORTIZ (TX)

#### Commitment to Research Should Be Higher

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

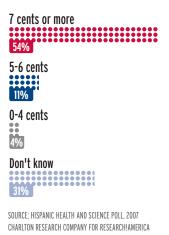


82% of Hispanics said our commitment to research should be higher, compared to 48% of the general population



#### Hispanics Want More Spent on Medical and Health Research

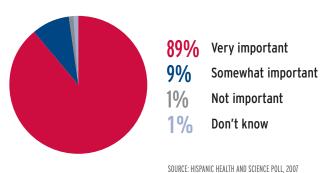
Currently, less than 6 cents out of each health dollar spent in the U.S. goes for research to improve health. How many cents out of each health dollar do you think we SHOULD spend?



#### Expanding Research Career Opportunities Important for Hispanic Youths



How important is it for the U.S. to create more opportunities for Hispanic youths to pursue careers in science and research?



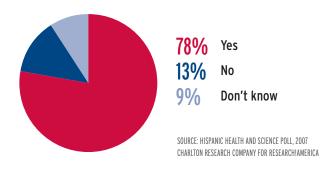
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#### Hispanics Willing to Pay for Medical Research

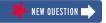
Would you be willing to pay \$1 per week more in taxes if you were certain that all the money would be spent for additional medical research, or not?



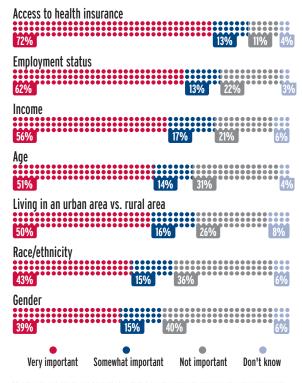
78% of Hispanics said they would be willing to pay more for research, compared to 57% of the general population



#### Factors Affecting Health Care Quality



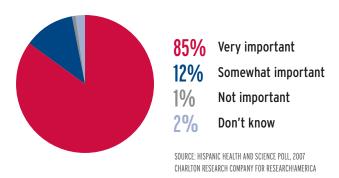
How important do you think each of the following is in determining if someone receives high-quality health care?



SOURCE: HISPANIC HEALTH AND SCIENCE POLL, 2007, CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

#### Hispanic Culture's Influence on Health

Studies show that for Hispanics, culture plays a positive role in health. At the same time, certain health issues like diabetes are more prevalent among Hispanics than for some other ethnic groups. How important do you think it is to invest in research to help us understand why?



## **Expectations** for the Future

"The 21st century will be for the life sciences what the 20th century has been for the physical sciences. Mastery of the biological world will impact not just health, but also our ability to develop sensitive solutions to environmental and energy challenges and will be a key determinant of national competitiveness."

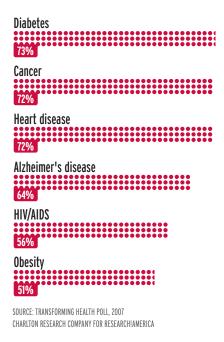
ELIAS ZERHOUNI, MD Director of the National Institutes of Health

"California is poised to lead not only this country, but all countries, on stem cell research. We cannot fall behind the nations who are making this life-saving science a priority. I believe it is critical we take action to ensure continued progress of this revolutionary science."

GOV. ARNOLD SCHWARZENEGGER

#### **Great Expectations for Medical Breakthroughs**

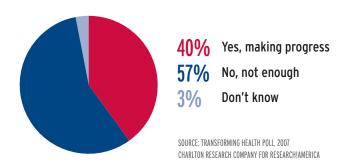
Please tell me whether you think medical breakthroughs will occur within the next 10 years for each of the following: (% saying "Yes")



#### Americans Expect More Progress in Research

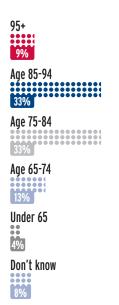


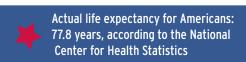
Do you believe that we are making enough progress in medical research in the U.S., or not?



#### Americans Anticipate A Long Life

If you had to guess, how long do you think you will live? That is, until what age?



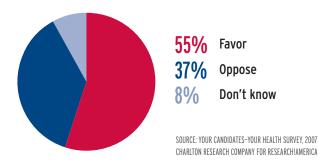


SOURCE: TRANSFORMING HEALTH POLL, 2007 CHARLTON RESEARCH COMPANY FOR RESEARCHIAMERICA

### Americans Favor Federal Funding for Embryonic Stem Cell Research

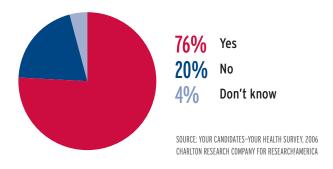


Do you favor or oppose expanding federal funding for medical research using embryonic stem cells?



#### Americans Think Congress Should Protect Genetic Information

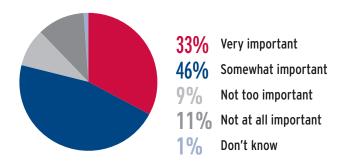
Some people say that a person's genetic information must be protected by federal law in order to prevent employers and health insurers from using that information to discriminate against individuals. Others say that the current health privacy laws are sufficient. Do you think Congress should pass a law to specifically protect a person's genetic information?



#### U.S. Should Work to Improve Health Globally



How important would you say it is that the U.S. work to improve health globally?

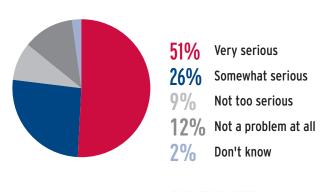


SOURCE: YOUR CANDIDATES-YOUR HEALTH SURVEY, 2007 CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

#### Americans Think Global Warming Serious Problem



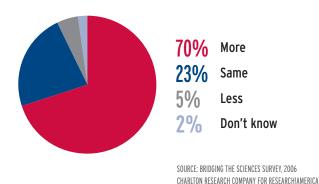
If nothing is done to reduce global warming in the future, how serious of a problem do you think it will be for the world?



SOURCE: NATIONAL SURVEY, 2007 CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

#### **Americans Want More Media Coverage of Science and Research**

Would you like to see more, less or about the same amount of information about science and research in the media?



Research!America began commissioning polls in 1992 in an effort to understand public support for medical, health and scientific research. The results of Research!America's polls have proven 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: 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

The American Heart Association www.americanheart.org

Bill & Melinda Gates Foundation www.gatesfoundation.org

The Coalition for the Advancement of Medical Research www.camradvocacy.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

PARADE
www.parade.com

Pew Charitable Trusts www.pewtrusts.org

The Robert Wood Johnson Foundation www.rwjf.org

United Health Foundation www.unitedhealthfoundation.org

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