

Issues Research

Medical Errors
Political Awareness
Progress

Poll Data Booklet

National Priorities
Contrast
v o l u m e 2

Support
Awareness

Influence
Research

Public Awareness
Research
Public Perception

LETTER FROM THE CHAIR & PRESIDENT

Public opinion is a powerful tool. That is why Research!America has, for the second year in a row, created this poll data booklet. It provides you with the most up-to-date information regarding public opinion on medical, health and scientific research matters, and makes suggestions on how to use poll data with impact.

During the past 10 years, Research!America has been conducting public opinion polls to monitor the pulse of the nation on medical and health research issues. Since our first poll in Maryland in 1992, Research!America has commissioned both national polls and thirty-three separate state polls.

Consistently, our polls demonstrate that citizens want the United States to retain its role as the world leader in medical, health and scientific research. The public has also weighed in on the importance of state leadership and on its willingness to pay more for the conduct of that research. Although the public feels certain that more should be done to increase our national investment in this important research, people are not as informed as they could be about the debates surrounding research. The citizenry, in fact, does not feel as connected as they would like to be to researchers and to the academic institutions, government agencies and business enterprises which conduct that research.

Public sentiment on medical, health and scientific research is clearly favorable – overwhelmingly so. But, that sentiment is a story that is not told often enough. As your partners in public education and advocacy, we're happy to help you spread the word.



Hon. Paul G. Rogers
Chair, Research!America

A handwritten signature in dark ink, appearing to read "Paul G. Rogers".



Mary Woolley
President, Research!America

A handwritten signature in dark ink, appearing to read "Mary Woolley".

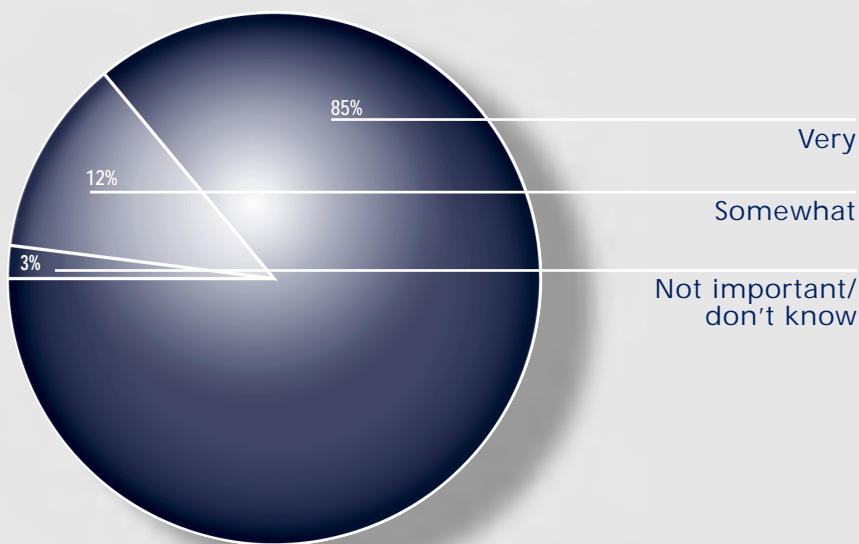
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LEADERSHIP

The U.S. Should Remain A World Leader In Medical Research

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



Source: Aggregate 2000
Charlton Research Company for Research!America

“Strong public support is crucial to make medical research and health care a higher national priority.

Research!America recognizes this and is an important ally in Congress’ fight to increase federal funding for these vital incentives.”

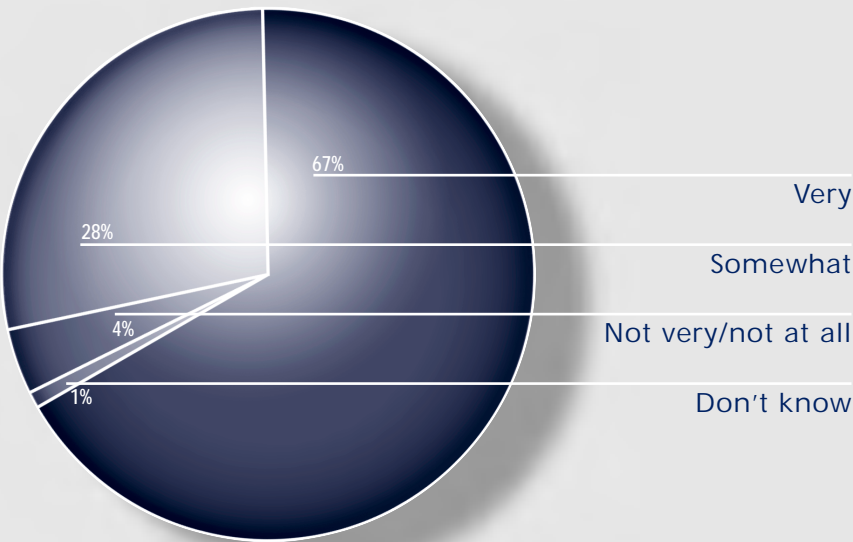
SENATOR ARLEN SPECTER (R-PA)
CHAIR, SENATE SUBCOMMITTEE ON LABOR, HEALTH AND HUMAN SERVICES, EDUCATION AND RELATED AGENCIES

“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

State Leadership In Science & Technology
Research Is Important

How important is it for your state to be a leader in
science and technology research?

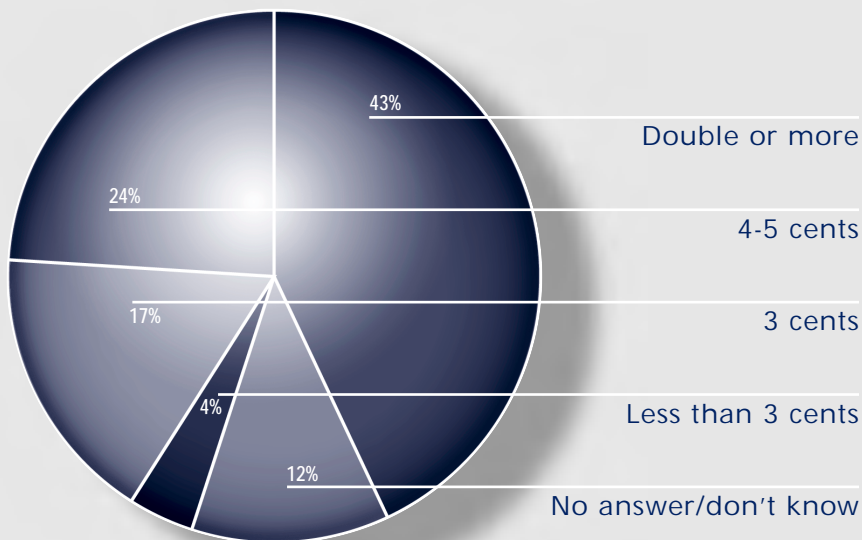


Source: Aggregate 2000
Charlton Research Company for Research!America

SUPPORT FOR DOUBLING 1996 VERSUS 2000

1996: Support For Doubling

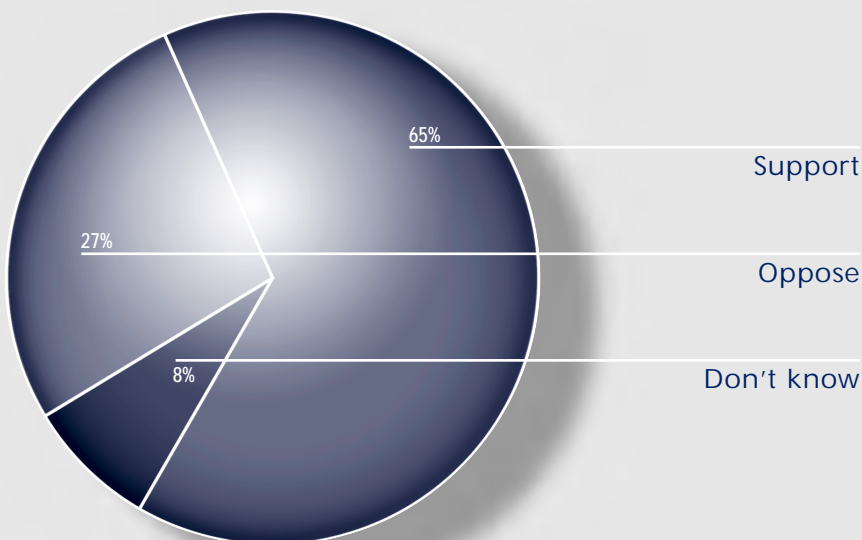
Currently, about 3 cents of each health care dollar spent in the U. S. goes for medical research. How many cents out of each health care dollar do you think we should spend on medical research?



Source: Aggregate 1996
Charlton Research Company for Research!America

2000: Support For Doubling

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

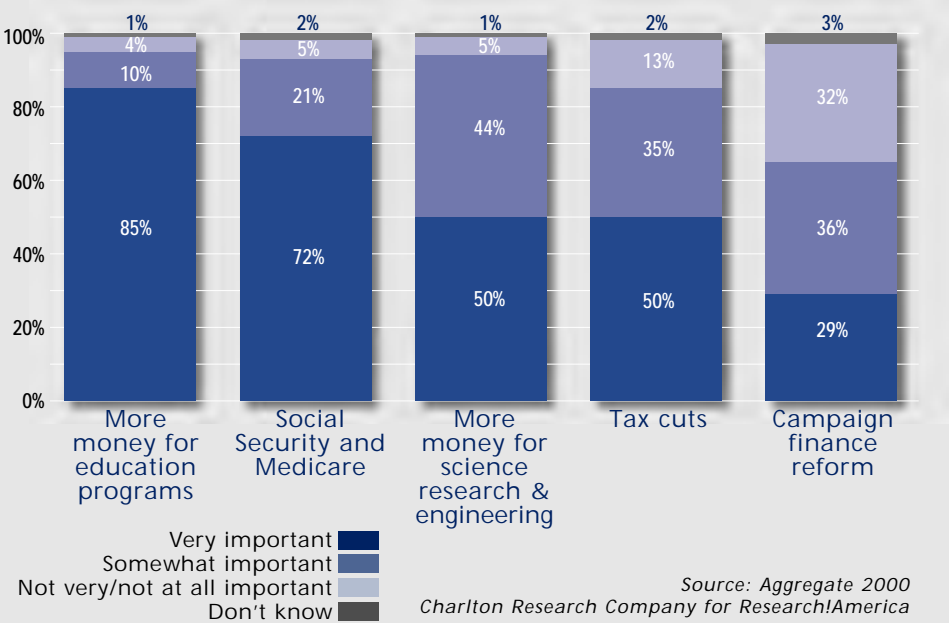


Source: Aggregate 2000
Charlton Research Company for Research!America

TOPICAL AND TIMELY ISSUES

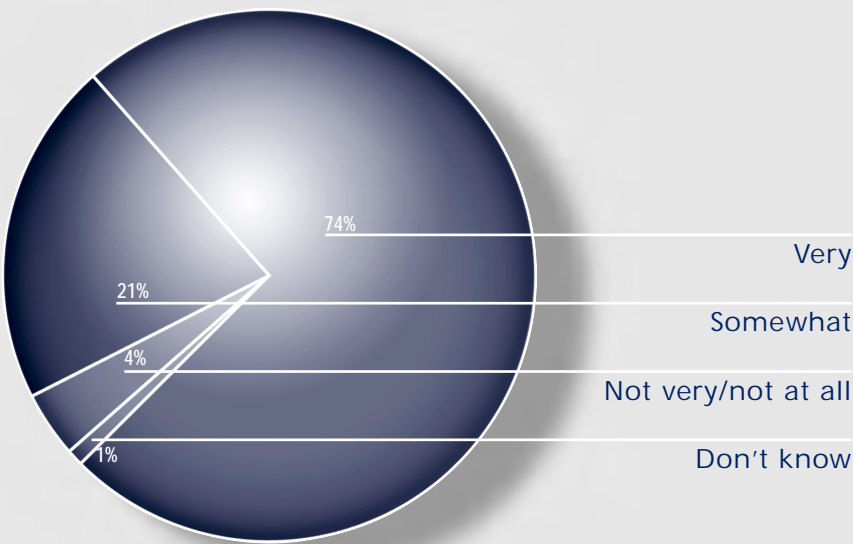
National Priorities

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



Eliminating Health Disparities Is Important

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

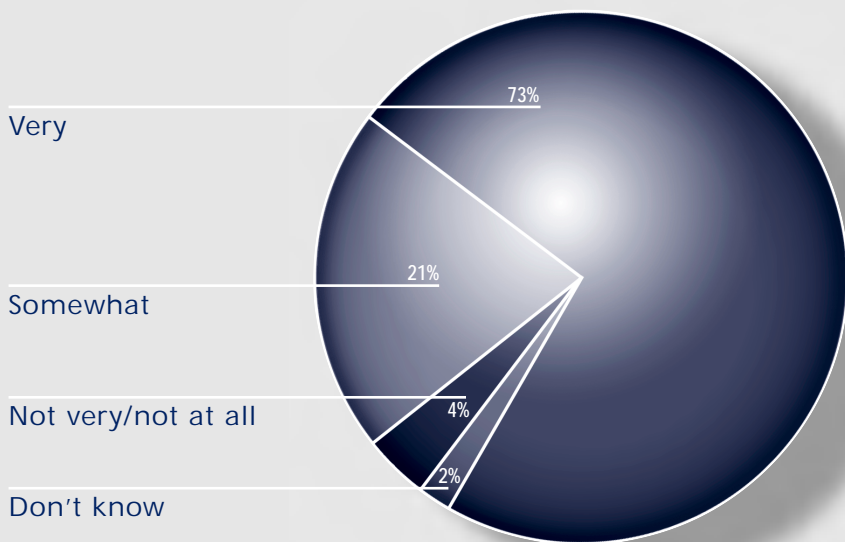


Source: Aggregate 2000
Charlton Research Company for Research!America

TOPICAL AND TIMELY ISSUES

Impact Of Medicare Changes On Teaching Hospitals

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



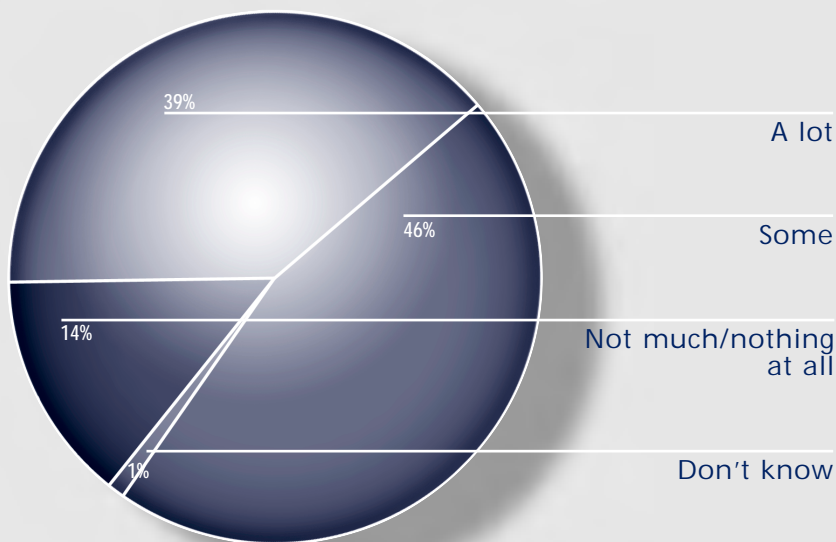
Source: Aggregate 2000
Charlton Research Company for Research!America

“Vital topics like health disparities, prevention research and uses for tobacco settlement funds are primed for playing a major role in the policy agenda of our nation’s health. Research!America’s poll data help advocates make the case for the importance of research.”

BYLLYE AVERY, M.ED.
FOUNDER, NATIONAL BLACK WOMEN’S HEALTH PROJECT

How Much Have You Heard About Medical Errors At Hospitals?

How much have you seen, read or heard about medical errors at hospitals?



Source: Aggregate 2000
Charlton Research Company for Research!America

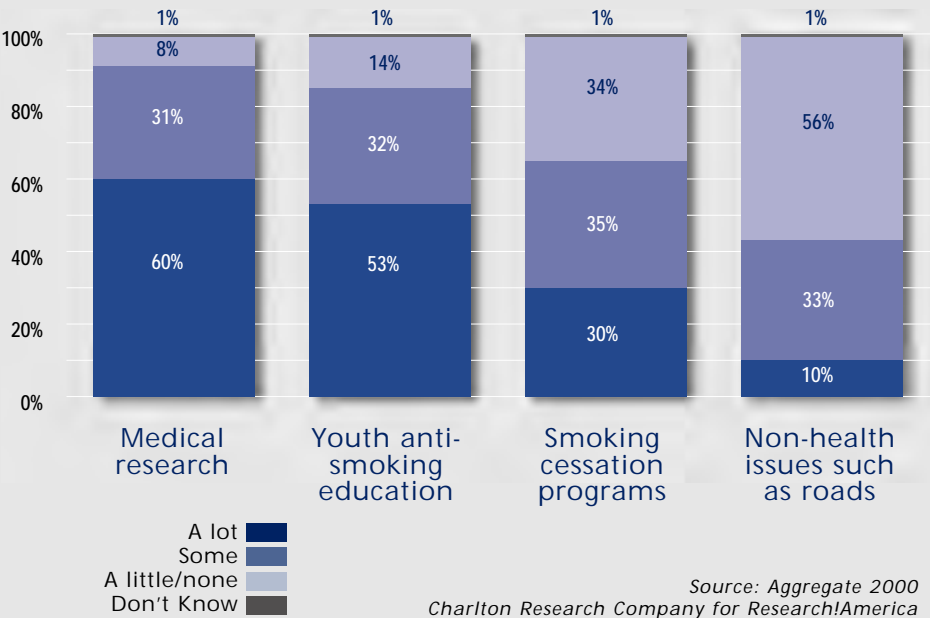
So what can the data be used for?

- Letters to the editor
- Opposite editorials (Op-eds)
- Newspaper articles
- Letters to local chambers of commerce and local government
- Letters to and visits with Senators and Representatives at the state and federal level
- Letters to the President, Vice-President and appointed officials
- Speeches to civic groups, professional societies and volunteer associations
- Talking points for call-in radio talk shows, editorial board meetings and media interviews
- Testimony before Congress
- Gubernatorial/Mayoral proclamations

VALUE OF RESEARCH TO STATES

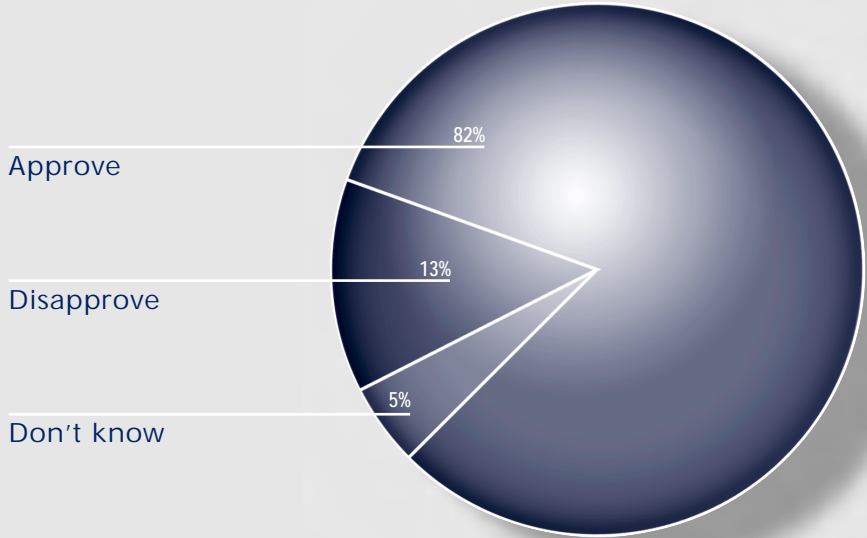
Uses For Tobacco Settlement Money

How much of the money from your state's tobacco settlement should go to...?



States Should Support Medical Research

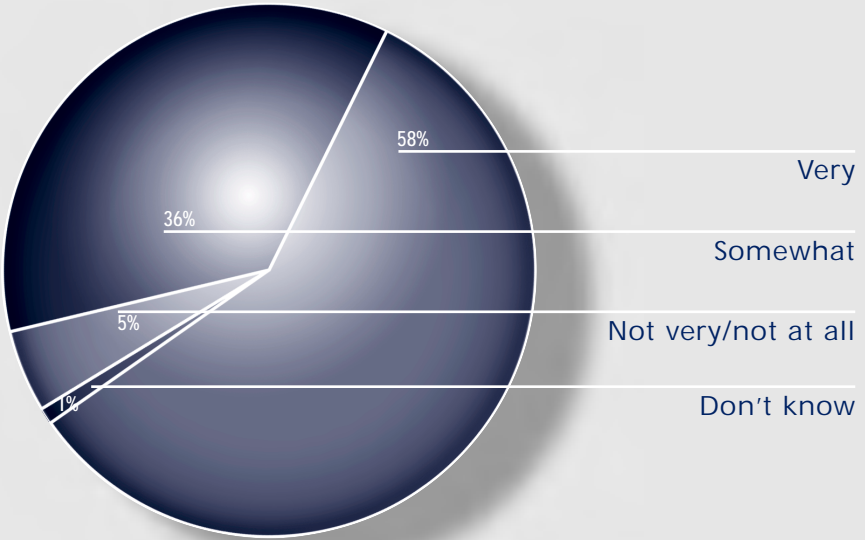
If your state offered financial incentives to attract new medical research, such as labs, would you approve or disapprove of these incentives?



Source: Aggregate 2000
Charlton Research Company for Research!America

Science & Engineering Research Is Important To State's Economy

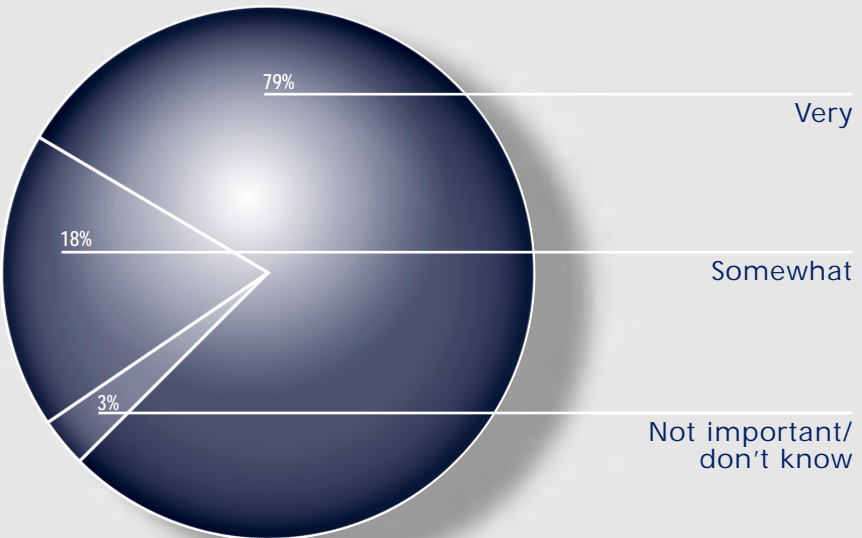
In terms of jobs and incomes, how important do you think spending money on scientific and engineering research is to your state's economy?



Source: California and Texas 2000
Charlton Research Company for Research!America

Support Of University Science & Engineering Research Is Important

How important do you think it is that your state keep supporting science and engineering research that is carried on in your state's universities?

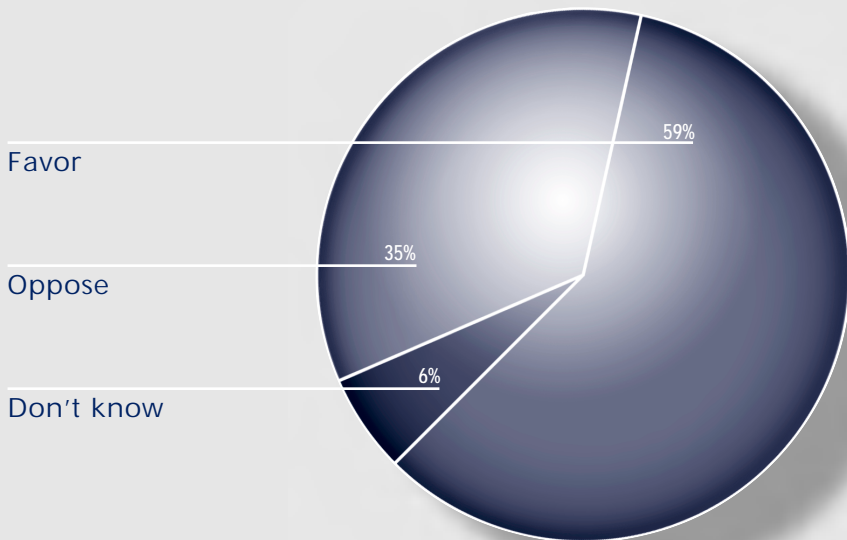


Source: Aggregate 2000
Charlton Research Company for Research!America

WILLINGNESS TO PAY

Support For Using The Surplus To Fund Medical Research

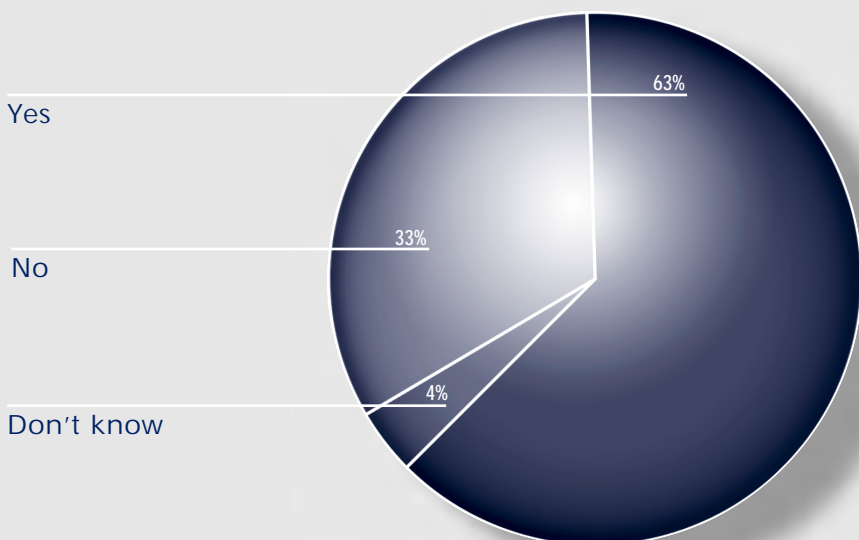
Would you favor or oppose spending part of the federal budget surplus on medical research?



Source: Aggregate 2000
Charlton Research Company for Research!America

Public Is Willing To Pay More For Prescription Drugs

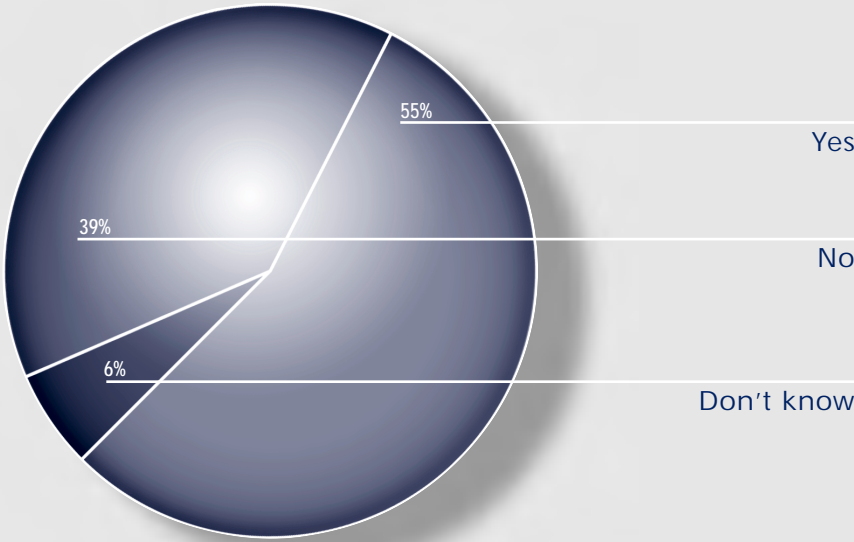
Would you be willing to pay \$1 more per prescription drug if you were certain that all the money would be spent for additional medical and health research?



Source: Aggregate 2000
Charlton Research Company for Research!America

1996: Public Is Willing To Pay More In Taxes

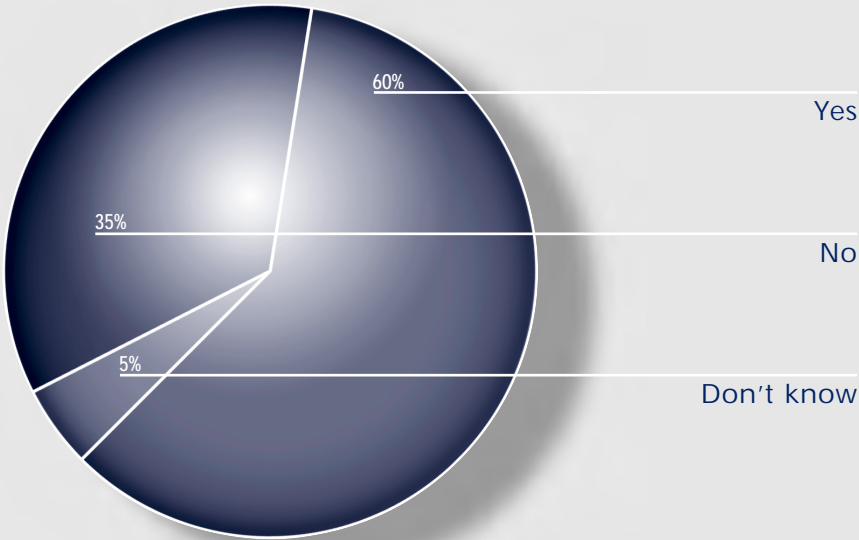
Would you be willing to pay \$1 per week more in taxes for more health research?



Source: Aggregate 1996
Charlton Research Company for Research!America

2000: Public Is Willing To Pay More In Taxes

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

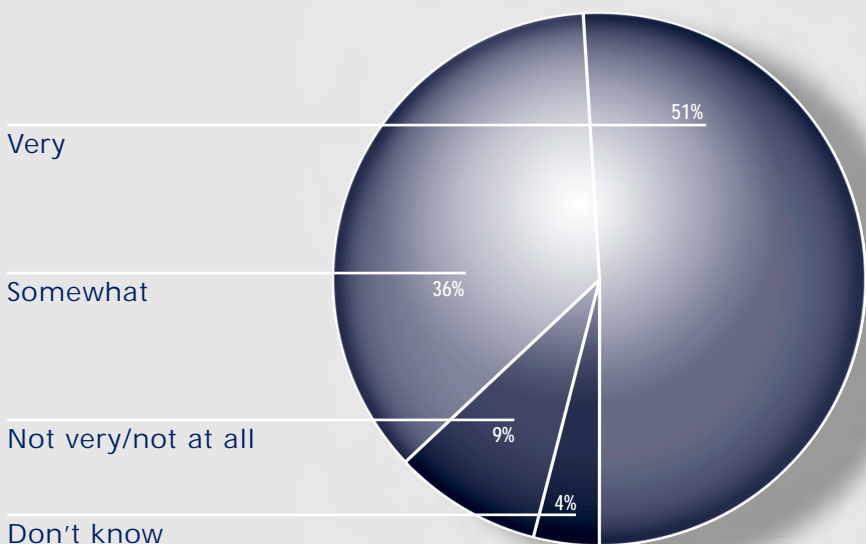


Source: Aggregate 2000
Charlton Research Company for Research!America

INDUSTRY-BASED RESEARCH

Impact Of Medicare Changes On Research Industry

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



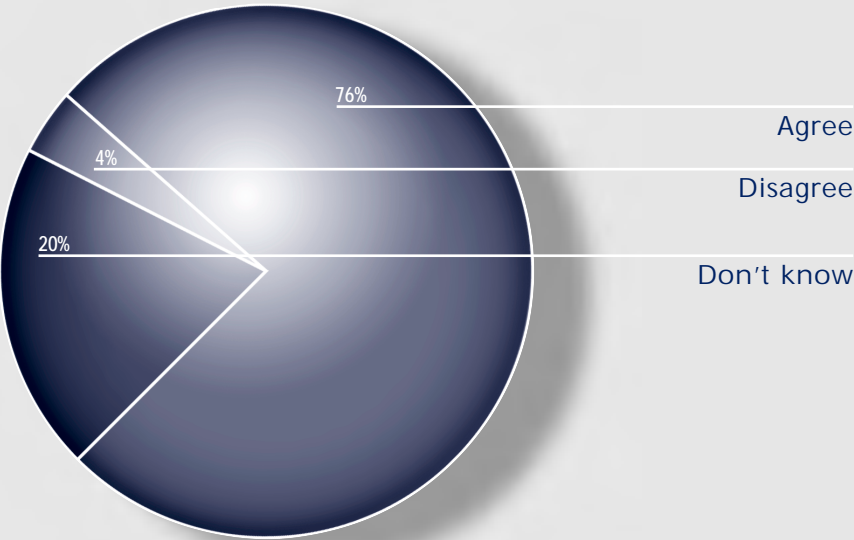
Source: Aggregate 2000
Charlton Research Company for Research!America

“Consistently, Research!America’s polls demonstrate the strong public support that exists for research in both the public and private sectors.”

MARK HORN, M.D.
DIRECTOR, MEDICAL ALLIANCES & CIVIC AFFAIRS
PFIZER INC.

Congress Should Support Tax Incentives Encouraging Medical Research

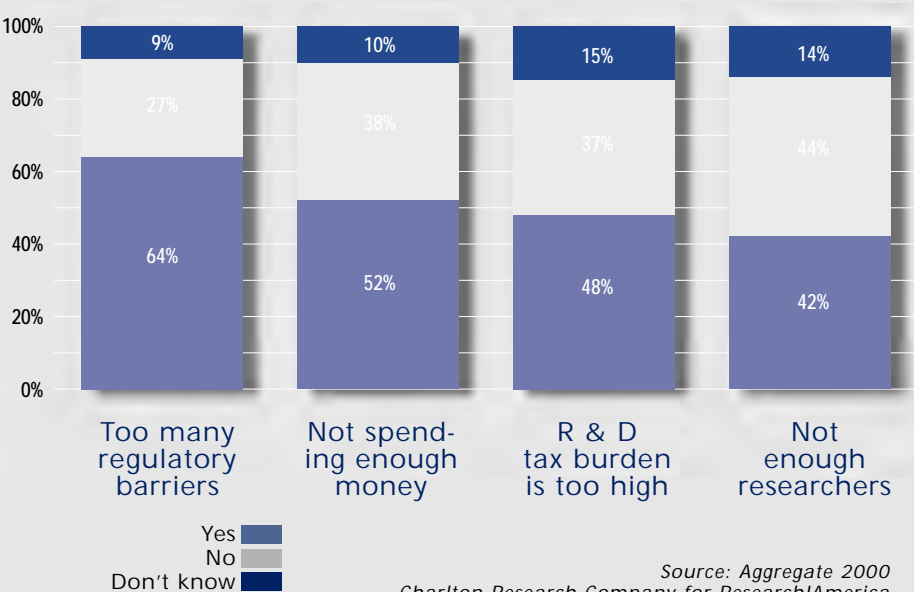
Congress should support tax and regulatory policies that encourage private industries to conduct more medical research.



Source: Aggregate 2000
Charlton Research Company for Research!America

Impediments To Progress

Is the following a reason why we are not making more progress in medical research?

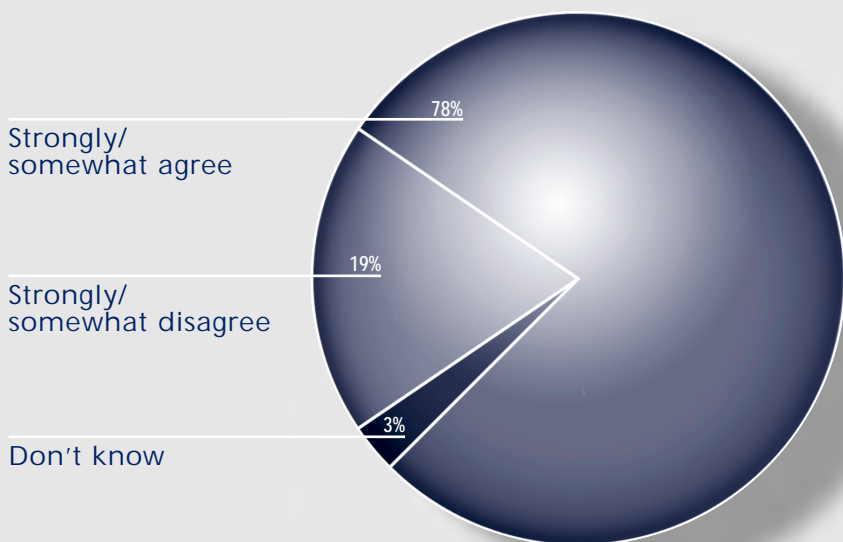


Source: Aggregate 2000
Charlton Research Company for Research!America

PERCEPTIONS OF TAXPAYER-SUPPORTED MEDICAL, HEALTH & SCIENTIFIC RESEARCH

The Public Supports 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.



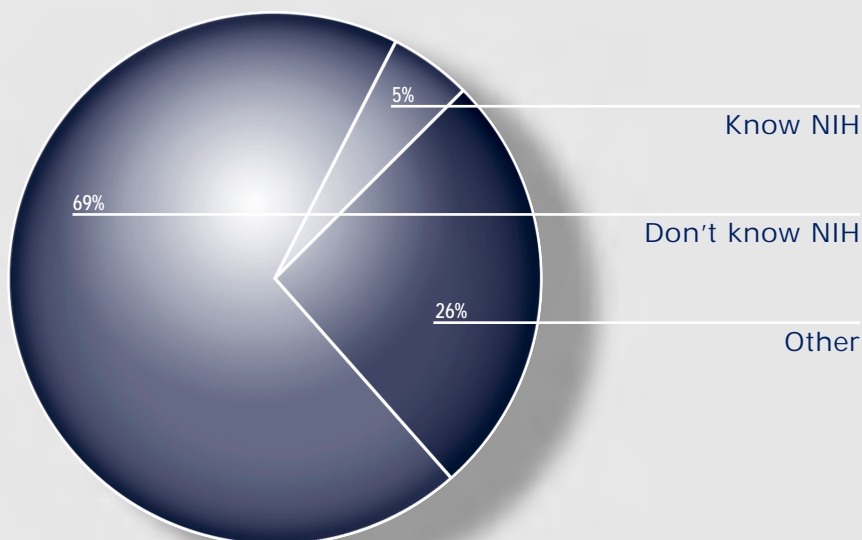
Source: Aggregate 2000
Charlton Research Company for Research!America

“Research!America, through its programs and its polls, brings the value of research on prevention, treatments and cures to the community level. From health promotion and health disparities to mental and oral health, all areas of research are addressed in Research!America’s strong and impactful messages.”

DAVID SATCHER, M.D., PH.D.
U.S. SURGEON GENERAL

Most Do Not Recognize The National Institutes of Health (NIH)

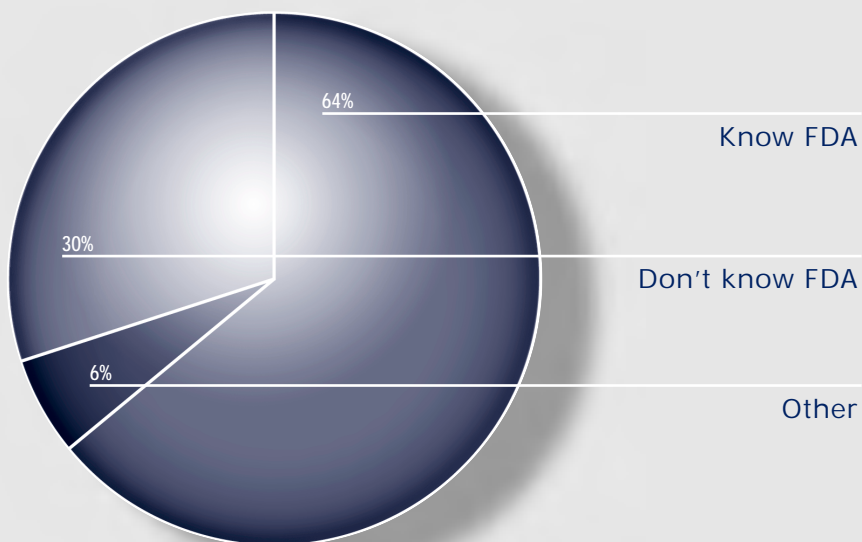
What is the name of the government agency that funds most of the medical research paid for by taxpayers in this country?



Source: Aggregate 2000
Charlton Research Company for Research!America

Many Recognize The Food and Drug Administration (FDA)

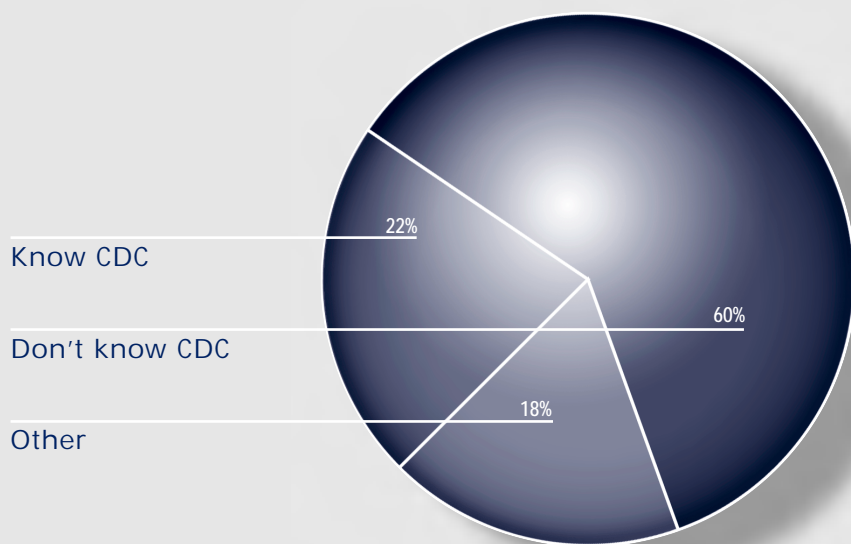
What is the name of the government agency that conducts the review and approval of new drugs and devices before they can be put on the market in this country?



Source: Aggregate 2000
Charlton Research Company for Research!America

Few Recognize the Centers for Disease Control and Prevention (CDC)

What is the name of the government agency whose primary mission is disease prevention and health promotion in this country?



Source: Aggregate 2000
Charlton Research Company for Research!America

“Strong public commitment is vital to the success of medical and health research, health promotion and disease prevention programs. Research!America’s polls show the public strongly supports research that will continue to deliver a healthier citizenry.”

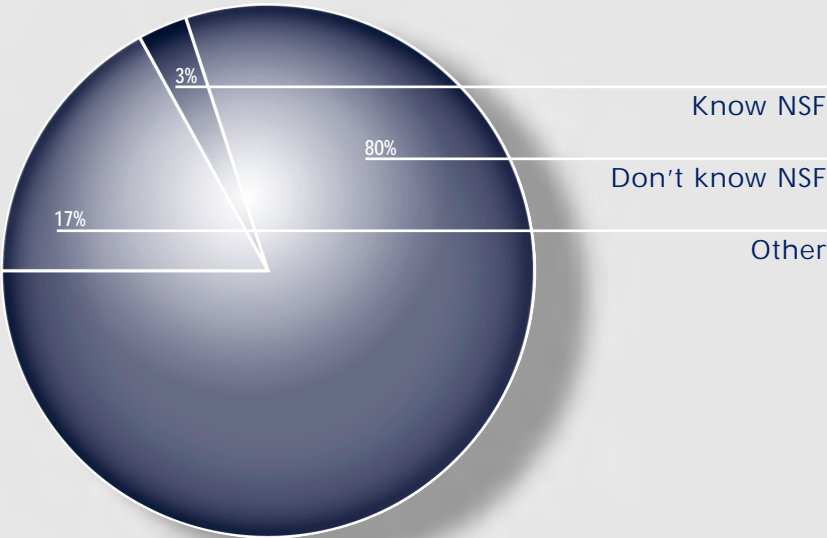
JEFF KOPLAN, M.D., M.P.H.
DIRECTOR, U.S. CENTERS FOR DISEASE CONTROL AND
PREVENTION

“Research!America’s surveys consistently show strong public support for the whole continuum of research, including physical and life sciences. Such strong support for research will only lead to a stronger economy and greater quality of life for all citizens.”

MARY GOOD, PH.D., PRESIDENT
AMERICAN ASSOCIATION FOR THE ADVANCEMENT OF SCIENCE

Most Do Not Recognize The National Science Foundation (NSF)

What is the name of the government agency that funds most of the basic research and educational programming in the sciences, mathematics and engineering in this country?



Source: Aggregate 2000
Charlton Research Company for Research!America

Public Doesn't Know Where Research Is Conducted

Do you know of any institutions, companies, or organizations in your area where medical research is conducted? (top two mentions in selected states)

WEST - California:

Don't know 53%
Stanford University 7%

MIDWEST - Ohio:

Don't know 50%
Cleveland Clinic 12%

EAST - Massachusetts:

Don't know 40%
Harvard University 10%

SOUTH - Texas:

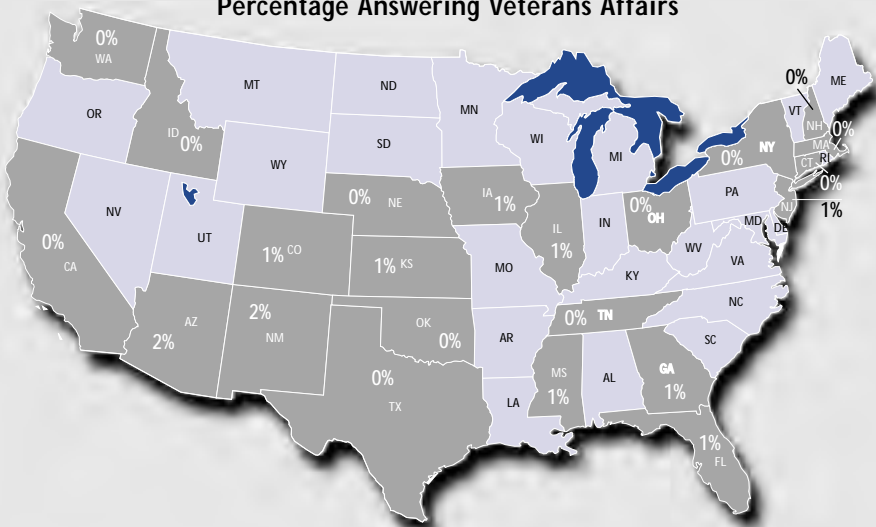
Don't know 57%
Baylor University Medical Center 7%

Source: Research!America Polls 1998-2000
Charlton Research Company for Research!America

Public Does Not Know Veterans Affairs Conducts Research

Do you know any institutions, companies or organizations in your area where medical and health research is conducted (total mentions in selected states)?

Percentage Answering Veterans Affairs



Source: Research!America Polls 1998-2000
Charlton Research Company for Research!America

Doctors Are Preferred Source For Health/ Medical Research Information

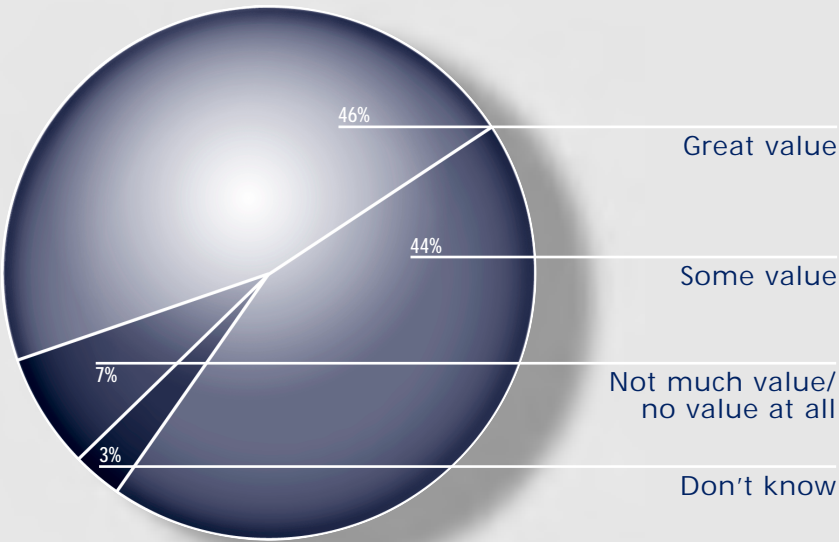
If you needed to learn more about a particular health or medical research issue, how would you choose to get this information?

Doctor	38%
Internet	26%
Other	19%
Library	13%
Don't know	4%

Source: Aggregate 2000
Charlton Research Company for Research!America

Health Services Research Is Of Value

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



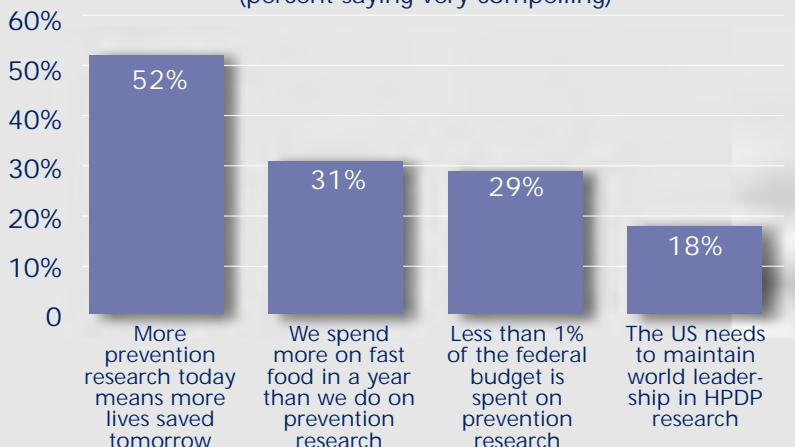
Source: Aggregate 2000
Charlton Research Company for Research!America

HEALTH PROMOTION & DISEASE PREVENTION RESEARCH

Congress: “Saved Lives” Is Compelling Message

How compelling do you find each statement for supporting an increase in funding for health promotion and disease prevention research?

(percent saying very compelling)

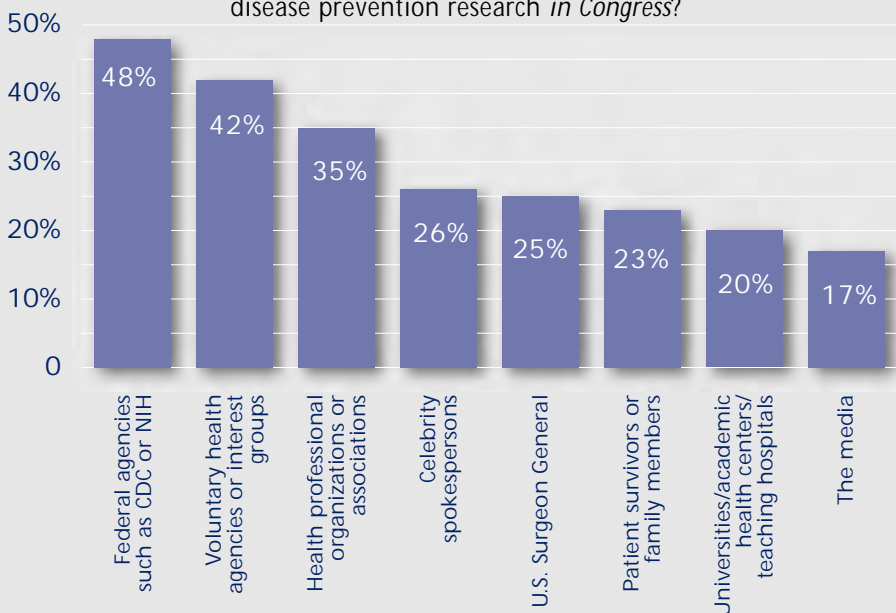


Source: Survey of Congress

Research!America Prevention Research Initiative, Harris Interactive, 2000

Congress: Federal Agencies/VHA's In Best Position To Increase Awareness And Support For Research

Of the people or organizations listed below, which three do you think are in the best position to increase awareness and support for health promotion and disease prevention research *in Congress*?



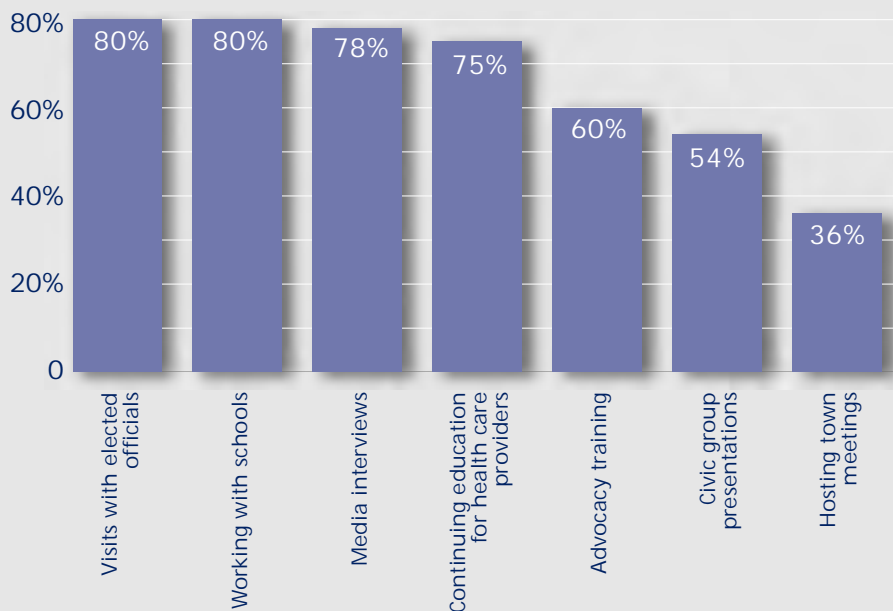
Source: Survey of Congress

Research!America Prevention Research Initiative, Harris Interactive, 2000

Public Health Professionals & Academic Leadership: Being Active Advocate Is Important

How important do you think it is that the health promotion and disease prevention community be active participants in each of the following?

(percent saying very important)

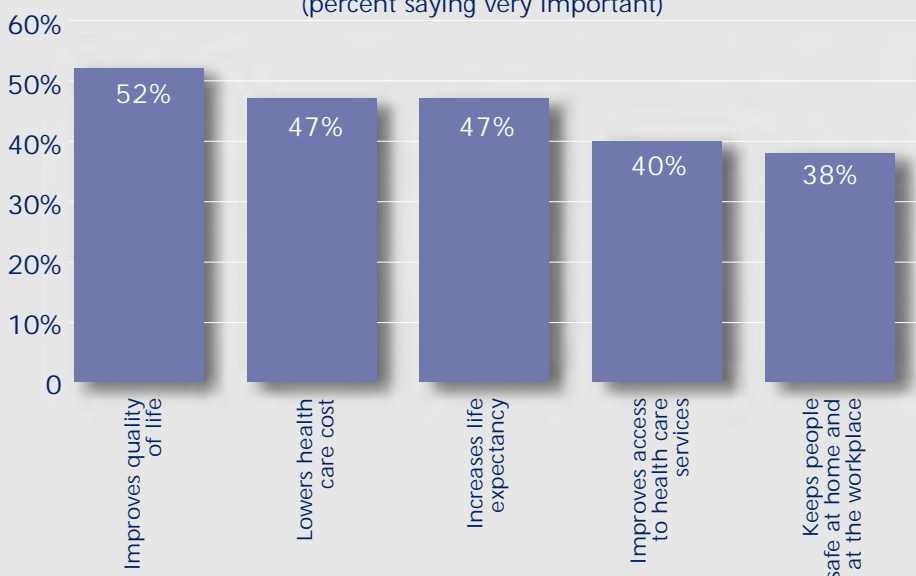


Source: Survey of public health professionals and academic leaders
Research!America Prevention Research Initiative, Harris Interactive, 2000

Public: Improved Quality Of Life Is Persuasive

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

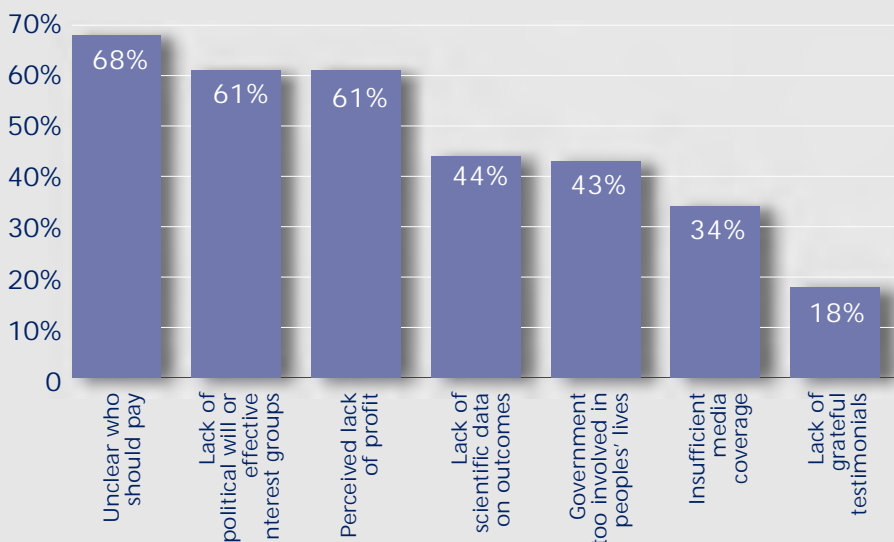
(percent saying very important)



Source: Survey of the public
Research!America Prevention Research Initiative, Harris Interactive, 2000

Disease Survivors: Barriers To Support For Prevention

How much of a barrier is each of the following to greater interest and support for health promotion and disease prevention research?



Source: Survey of preventable disease survivors
Research!America Prevention Research Initiative, Harris Interactive, 2000

“Research!America’s groundbreaking Prevention Research Initiative gives the disease prevention and health promotion community data that will allow public health practitioners, researchers and policy makers all across the country to demonstrate research’s role in bringing about better health for all people.”

SUSAN SCRIMSHAW, PH.D.
CHAIR, ASSOCIATION OF SCHOOLS OF PUBLIC HEALTH

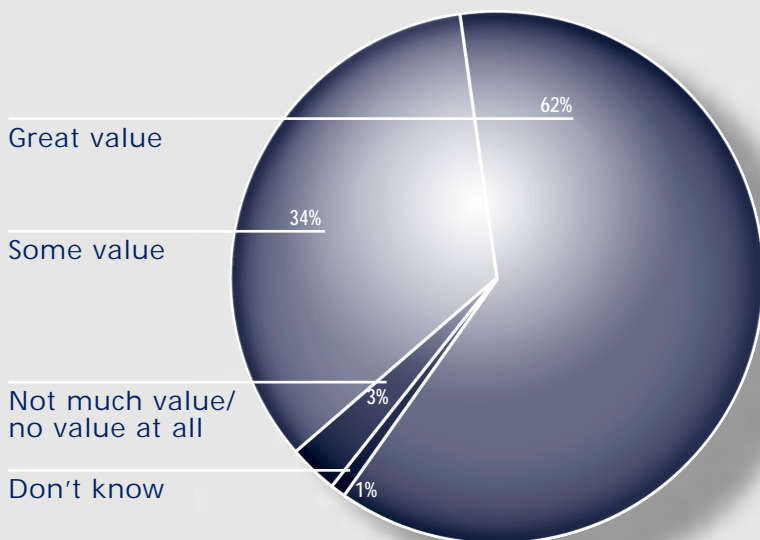
Why is this information so important?

- Because 72 percent of the public says that the media do not give enough attention to medical research.
- Because 86 percent of the public feels it is very important that the U.S. maintains its leadership in scientific research.
- Because 96 percent of the public feels it is important for their respective state to be a leader in medical research.
- Because medical and health issues (such as long term care) are rising on the public's agenda.
- Because many research issues are debated on a daily basis, such as: research funding, patient safety, stem-cell research, cloning and freedom of information and privacy.

CLINICAL RESEARCH

Clinical Research Is Valuable

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. How do you perceive the value of clinical research?



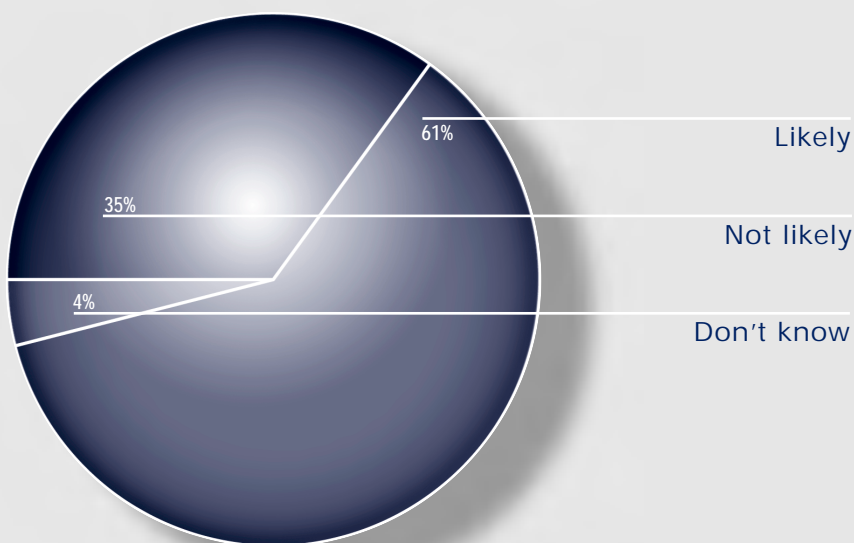
Source: Aggregate 2000
Charlton Research Company for Research!America

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

SENATOR TOM HARKIN (D-IA)
RANKING MEMBER, SENATE SUBCOMMITTEE ON LABOR,
HEALTH AND HUMAN SERVICES, EDUCATION AND RELATED
AGENCIES

Many Would Participate In A Clinical Research Study

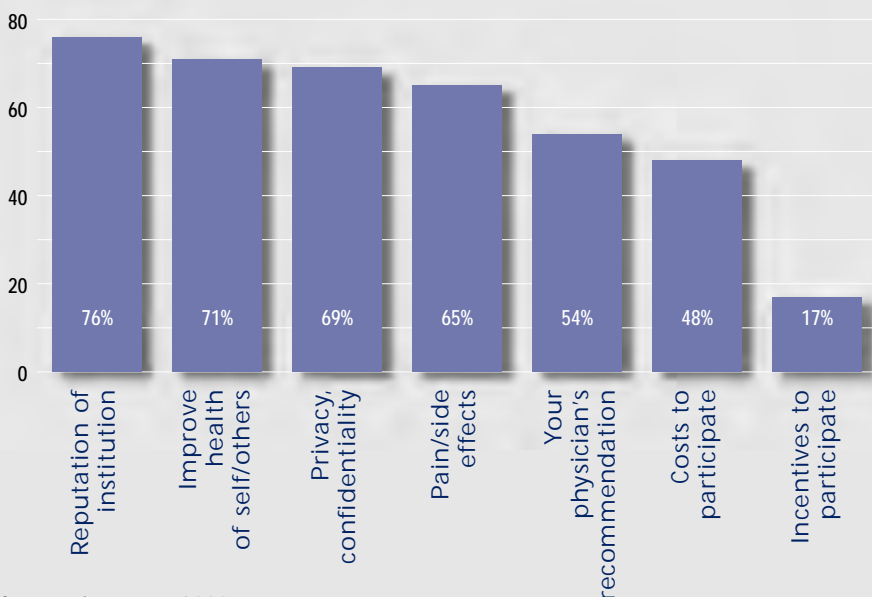
How likely would you be to participate in a clinical research study?



Source: Aggregate 2000
Charlton Research Company for Research!America

Factors Affecting Participation In Clinical Research

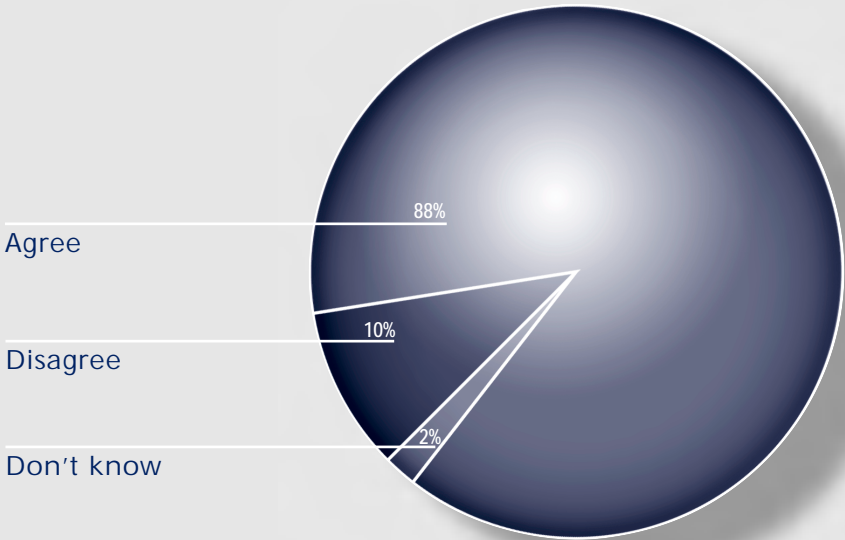
How much of a concern would the following factors be in your decision to participate as a volunteer in a clinical research study?
(Percent saying major concern)



Source: Aggregate 2000
Charlton Research Company for Research!America

Universities Conducting Clinical Research Should Be Certified By National Board

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



Source: Aggregate 2000
Charlton Research Company for Research!America

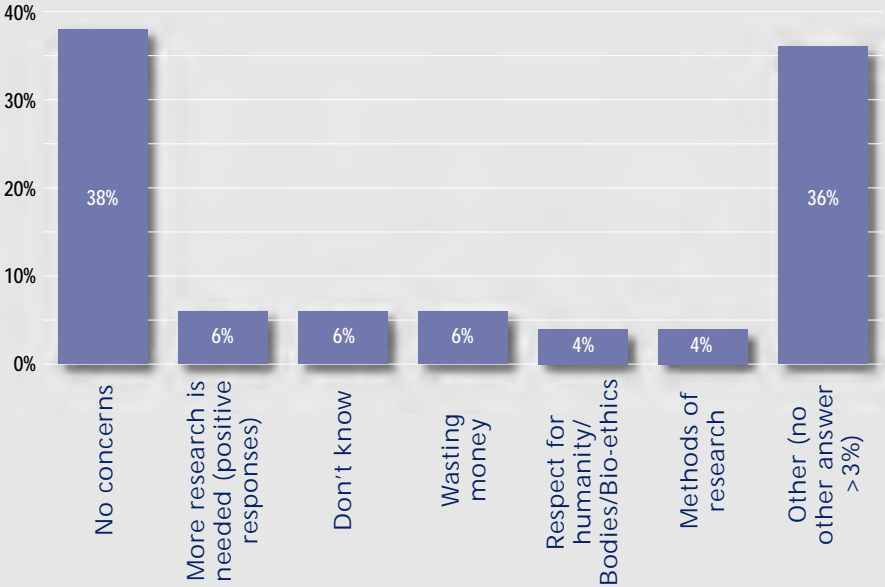
“Medical and health research is vitally important for improving our nation’s health, and this fact is well appreciated by our citizenry. Research!America’s polls show strong public trust in our health professionals who serve the public’s interest.”

RALPH SNYDERMAN, M.D.
CHAIR-ELECT, ASSOCIATION OF AMERICAN MEDICAL COLLEGES

CONCERNS ABOUT RESEARCH

Concerns About Scientific Research

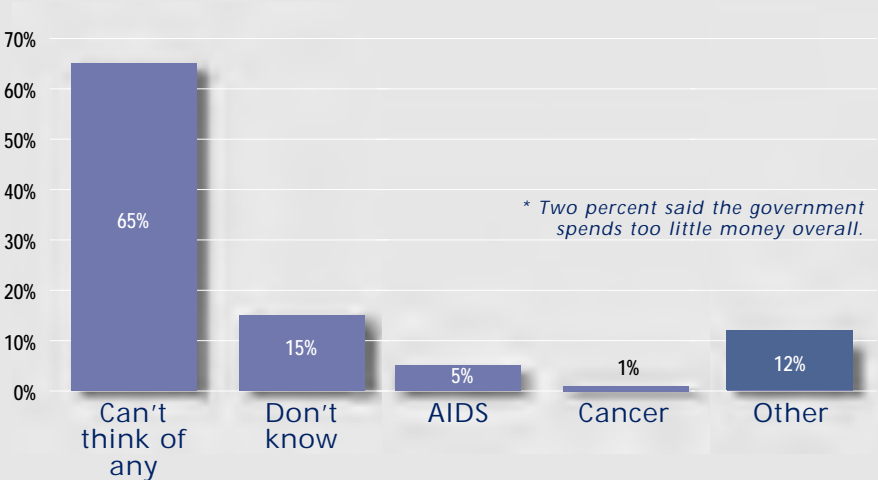
What concerns, if any, do you have about scientific research?



Source: Aggregate 2000
Charlton Research Company for Research!America

Spending Priorities Are Appropriate

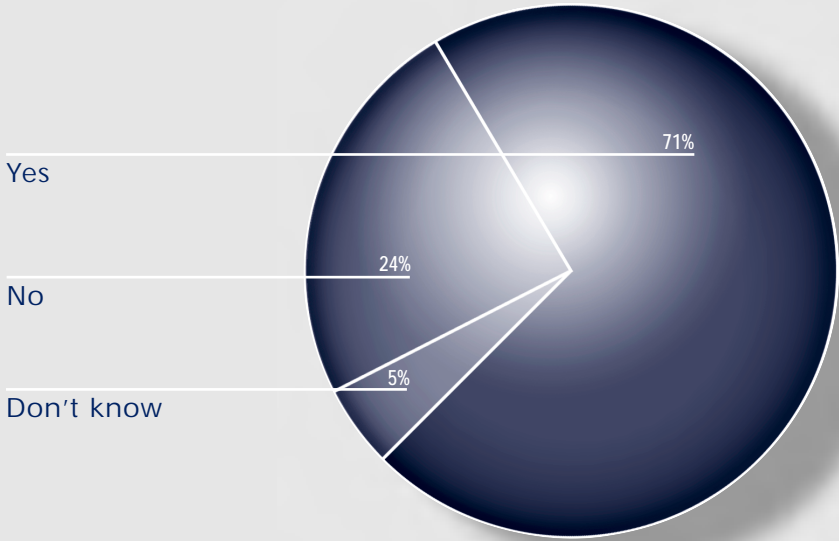
Can you think of any area of medical research where the government is spending too much money?



Source: Aggregate 2000
Charlton Research Company for Research!America

Animal Research Is Important

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



Source: Aggregate 1998
Charlton Research Company for Research!America

“Supposing is good, but finding out is better.”

MARK TWAIN

Research!America Poll Methodology

- Telephone poll by random-digit dialing
 - Size = 800-1000 adults
- Theoretical sampling error is +/- 3.5 percent
- '00: AZ, CA, FL, GA, KS, MA and TX
- '99: CO, IA, ID, IL, NH, NJ, NM and NE
- '98: CT, MI, MS, MO, NY, OK, TN, VA, WA and WV
- '97: AK, LA, OH, PA and WI
- '96: CA, FL and TX
- '95: National "Harris Poll"
- '94: KY and VA
- '93: NC
- '92: MD

Harris Interactive provides consultation on Research!America survey questions.

Research!America 2000 Prevention Research Poll Methodology*

- **Survey of Congress**
 - Multi-mode (mail/fax, telephone, online)
 - 65 Members of Congress (or the staff member responsible for health care legislation)
 - 34 Democrats and 31 Republicans
- **Survey of Public Health Professionals & Academic Leaders**
 - Multi-mode (telephone, online)
 - 283 Public Health Professionals, Deans of Schools of Medicine, Dentistry, Nursing and Public Health; Academic Health Center CEOs; and Local & State Health Officials
- **Survey of the General Public**
 - 1,053 Members of Public
 - Telephone
- **Survey of Survivors and Family Members of Survivors**
 - Survivors & Family Members of Survivors, N=594 (334 Survivors and 260 family members of survivors)
 - Online

**Research!America Prevention Research Initiative data located on pp. 20-22.*

PUBLIC OPINION POLLS

RESOURCES PAGE*

*The following list includes a selection of national organizations that have commissioned public opinion polls on related issues.

- **American Cancer Society**
<http://www.cancer.org/>
- **American Heart Association**
<http://www.americanheart.org/>
- **Association of American Medical Colleges**
<http://www.aamc.org/>
- **Freedom Forum: Worlds Apart Study**
<http://www.freedomforum.org/>
- **The Gallup Organization**
<http://www.gallup.com/>
- **The Harris Poll**
<http://www.harrisInteractive.com/>
- **The Henry J. Kaiser Family Foundation**
<http://www.kff.org/>
- **Juvenile Diabetes Research Foundation International**
<http://www.jdrf.org/>
- **National Science Board: Science and Engineering Indicators**
<http://www.nsf.gov/>
- **Pew Charitable Trusts**
<http://www.pewtrusts.com/>
- **The Robert Wood Johnson Foundation**
<http://www.rwjf.org/>

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908 King Street
Suite 400 East
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703.739.2577 voice
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www.researchamerica.org
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