Public Opinion on Brain Health Research

Results of an August 2022 survey of more than 2,200 adults in the U.S.
Have you or anyone close to you had or have any of the following condition:

82% say they know someone or have themselves experienced at least one brain disorder or mental health condition.

Source: A Research!America survey of U.S. adults conducted in partnership with the Dana Foundation and Zogby Analytics in August 2022.
Americans Are Not Knowledgeable About Brain Health Research

How knowledgeable would you say you are about brain health research?

Source: A Research!America survey of U.S. adults conducted in partnership with the Dana Foundation and Zogby Analytics in August 2022.
Americans Are Curious and Hopeful About Brain Health Research

Please select from the following the top five words that best reflect your attitudes towards brain health research:

- Curious 66%
- Hopeful 59%
- Optimistic 52%
- Amazed 41%
- Cautious 39%
- Open 37%
- Concerned 33%
- Excited 33%
- Engaged 26%
- Powerful 25%
- Skeptical 19%
- Hesitant 19%
- Uninformed 17%
- Confused 12%
- Worried 10%
- Pessimistic 9%
- Uninterested 6%
Americans Feel Positive About the Possible Outcomes of Brain Health Research, But Concerns Remain

Please indicate the extent to which you agree or disagree with the following:

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Somewhat disagree</th>
<th>Strongly disagree</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Researchers might develop a way to correct brain damage resulting from injury or disease.</td>
<td>54%</td>
<td>35%</td>
<td>4%</td>
<td>1%</td>
<td>6%</td>
</tr>
<tr>
<td>Researchers might find better treatments for brain diseases and mental illnesses (e.g., Parkinson's disease, Alzheimer's disease)</td>
<td>54%</td>
<td>35%</td>
<td>5%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Brain health data can be misused since safeguards that protect against misuse of data are not adequate.</td>
<td>28%</td>
<td>36%</td>
<td>17%</td>
<td>5%</td>
<td>14%</td>
</tr>
<tr>
<td>Advances in brain health research could lead to unwanted manipulation of brain function.</td>
<td>28%</td>
<td>33%</td>
<td>20%</td>
<td>8%</td>
<td>12%</td>
</tr>
<tr>
<td>Research participants may experience bodily injury or damage to their health.</td>
<td>27%</td>
<td>31%</td>
<td>20%</td>
<td>9%</td>
<td>14%</td>
</tr>
<tr>
<td>Brain health research can result in stigma, prejudice and/or discrimination against research participants.</td>
<td>24%</td>
<td>32%</td>
<td>21%</td>
<td>11%</td>
<td>12%</td>
</tr>
</tbody>
</table>

Source: A ResearchAmerica survey of U.S. adults conducted in partnership with the Dana Foundation and Zogby Analytics in August 2022.
6 in 10 Say Patients Should Have a Voice in Determining Research Priorities

Some people say that patients should have more of a voice in determining brain health research priorities. In general, which statement most closely matches your view?

- 62%: Patients should have more of a voice in setting research priorities.
- 19%: There is no need for change since there is a good balance of patient and researcher input in setting research priorities.
- 19%: Not sure

Source: A Research!America survey of U.S. adults conducted in partnership with the Dana Foundation and Zogby Analytics in August 2022.
Americans Feel Brain Health Research is Beneficial to Society

Which of the following statements do you agree most with?

- 68% agree with Statement A: Despite the potential for risks, I believe that brain health research will have an overall benefit to society.
- 16% agree with Statement B: There are too many risks involved with brain health research that outweigh any potential for benefit to society.
- 15% are not sure.

African Americans are more likely (28%) to say that there are too many risks.

Source: A Research!America survey of U.S. adults conducted in partnership with the Dana Foundation and Zogby Analytics in August 2022.
4 in 5 Agree it’s Important to Increase Federal Funding for Brain Health Research

How important is it to increase federal funding for research in brain health?

- 43% Say “Very Important”
- 35% Say “Somewhat Important”
- 11% Say “Not too important”
- 7% Say “Not at all important”
- 11% Say “Not sure”

Source: A Research!America survey of U.S. adults conducted in partnership with the Dana Foundation and Zogby Analytics in August 2022.
80% Say It’s Important to Incentivize Private Sector Investment in Brain Health Research

How important is it for the federal government to incentivize greater private sector investment in new research in brain health to find treatments and cures for diseases?

Those 65 or older are less likely (71% vs 80%) to say “Very or somewhat important”.

Source: A Research!America survey of U.S. adults conducted in partnership with the Dana Foundation and Zogby Analytics in August 2022.
More than Half Say Advances in Brain Health Research Should Inform Policy Decisions

Source: A Research!America survey of U.S. adults conducted in partnership with the Dana Foundation and Zogby Analytics in August 2022.
Americans Value Brain Data and Privacy

To what extent do you agree or disagree with the following statements about brain data?

Source: A Research!America survey of U.S. adults conducted in partnership with the Dana Foundation and Zogby Analytics in August 2022.
Please indicate the extent to which you agree or disagree with the following statements:

- Employers should be able to access employee brain data to help set insurance coverage:
  - Strongly agree: 16%
  - Somewhat agree: 12%
  - Somewhat disagree: 19%
  - Strongly disagree: 48%
  - Not sure: 5%

- Employers should be able to require employees to disclose brain data as part of employee wellness programs:
  - Strongly agree: 10%
  - Somewhat agree: 17%
  - Somewhat disagree: 19%
  - Strongly disagree: 49%
  - Not sure: 5%

- Insurance companies should cover neurological tests that doctors believe are necessary for your health:
  - Strongly agree: 56%
  - Somewhat agree: 22%
  - Somewhat disagree: 9%
  - Strongly disagree: 9%
  - Not sure: 4%

- My brain data should be considered the same as my other health information in terms of privacy protections:
  - Strongly agree: 65%
  - Somewhat agree: 19%
  - Somewhat disagree: 7%
  - Strongly disagree: 5%
  - Not sure: 5%

Source: A Research!America survey of U.S. adults conducted in partnership with the Dana Foundation and Zogby Analytics in August 2022.
Americans’ Participation in Research, Tools, Testing

Have you ever participated in any of the following?

- Used technology such as apps, mobile phones, or other smart devices to collect my health data and/or improve my health. 53%
- Participated in therapy or counseling to address a mental health issue 39%
- Participated in a health-related focus group 18%
- Participated in a research study that required a blood or saliva sample 18%
- Took a brain health assessment online 17%
- Participated in a clinical trial 13%

Source: A Research!America survey of U.S. adults conducted in partnership with the Dana Foundation and Zogby Analytics in August 2022.
Concerns About Research Participation

What are the biggest obstacles or concerns to your participation in brain health research? (Select all that apply)

- Privacy concerns: 35%
- Confidentiality concerns: Could influence access to health care: 32%
- No studies that I can travel to: 31%
- Financial concerns: 30%
- No studies available to me: 27%
- Confidentiality concerns: Could influence access to insurance/job: 27%
- Too time consuming: 24%
- Other: 3%

Source: A Research!America survey of U.S. adults conducted in partnership with the Dana Foundation and Zogby Analytics in August 2022.
45% Say Proper Safeguards Exist to Ensure Ethical Brain Health Research

Which statement is closest to your view?

Asians more concerned about safeguards for research with 36% saying that there are not sufficient safeguards in place.

Hispanics more likely (52%) to say there are adequate safeguards.

Source: A Research!America survey of U.S. adults conducted in partnership with the Dana Foundation and Zogby Analytics in August 2022.
Americans Have Variety of Motivating Factors For Participation in Brain Health Research

Brain health research progress depends on participation from patients and the public. Which of the following would motivate you to participate in brain health research? (Select all that apply)

- Possibility of curing serious diseases such as Alzheimer's: 58%
- Opportunity to improve the health of a loved one: 52%
- Opportunity to improve the health of others: 48%
- Opportunity to advance scientific research: 46%
- I would receive free health services: 39%
- Interest in the topic: 30%
- My family and friends value participating in activities for the common good: 20%
- Other (specify): 4%

Source: A Research!America survey of U.S. adults conducted in partnership with the Dana Foundation and Zogby Analytics in August 2022.
Survey Methodology

This online survey was conducted by Zogby Analytics on behalf of Research!America and the Dana Foundation in August 2022, among 1,023 adults plus 1,218 additional adults for minority oversampling. Subsets of the data have a larger margin of error than the whole data set. The sample is weighted using complex weighting techniques to best represent the demographics of the population being surveyed. Weighted variables may include age, race, gender, region, party, education, and religion.

For the national sample, this survey has a theoretical sampling error of +/- 3.1 percentage points.* For minority oversampling groups, group sizes are as follows:

- African Americans: sample size = 409, margin of error = +/-4.8 percentage points.
- Hispanic: sample size = 403, margin of error = +/-4.9 percentage points.
- Asian: sample size = 406, margin of error = +/-4.9 percentage points.

*Due to rounding, the total may not add up to 100 on some slides