



TRANSFORMING HEALTH

Fulfilling the Promise of Research

The Transforming Health Public Opinion Poll: Highlights

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Washington, DC
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Research!America
AN ALLIANCE FOR DISCOVERIES IN HEALTH

Survey Methodology

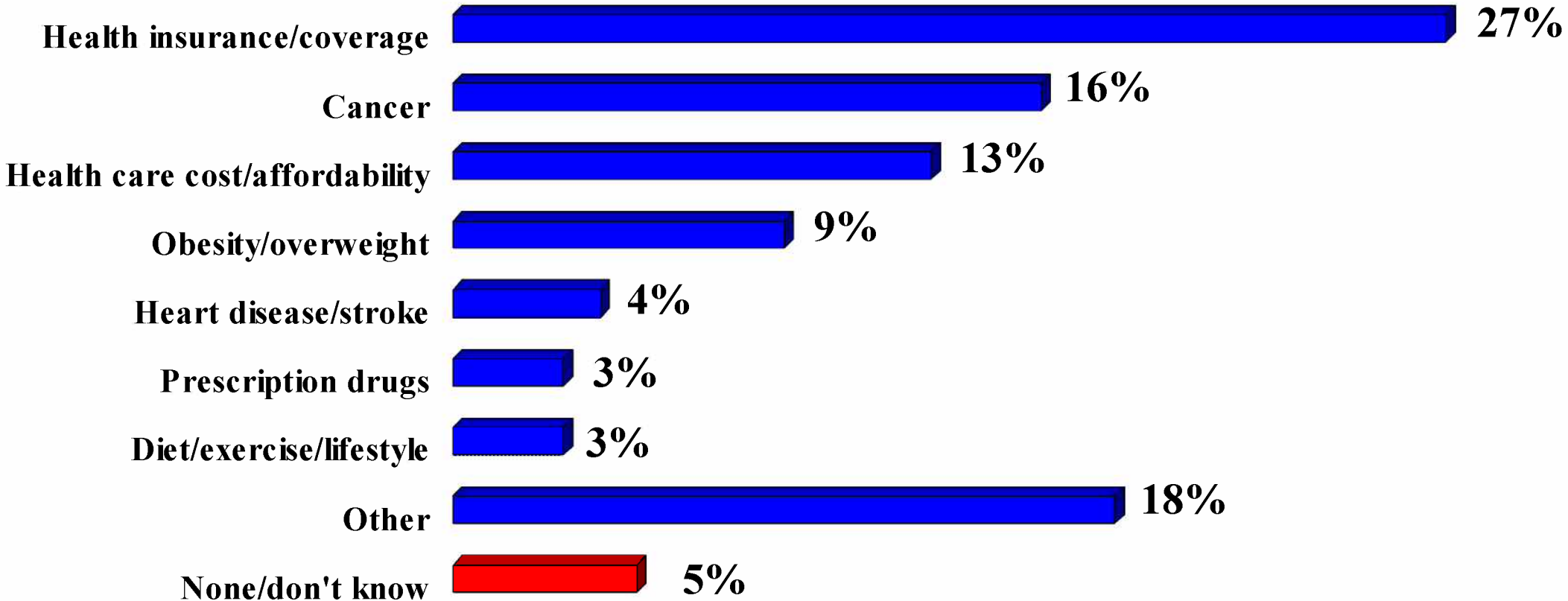
- Charlton Research Company conducted a telephone survey using Random Digit Dial methodology among 800 adults nationwide.
- The sample was proportionate to the country's demographics, including geography, gender and ethnicity.
- The survey, fielded in October 2007, has a theoretical sampling error of $\pm 3.5\%$.

"...public sentiment is everything. With public sentiment, nothing can fail; without it nothing can succeed."

—Abraham Lincoln

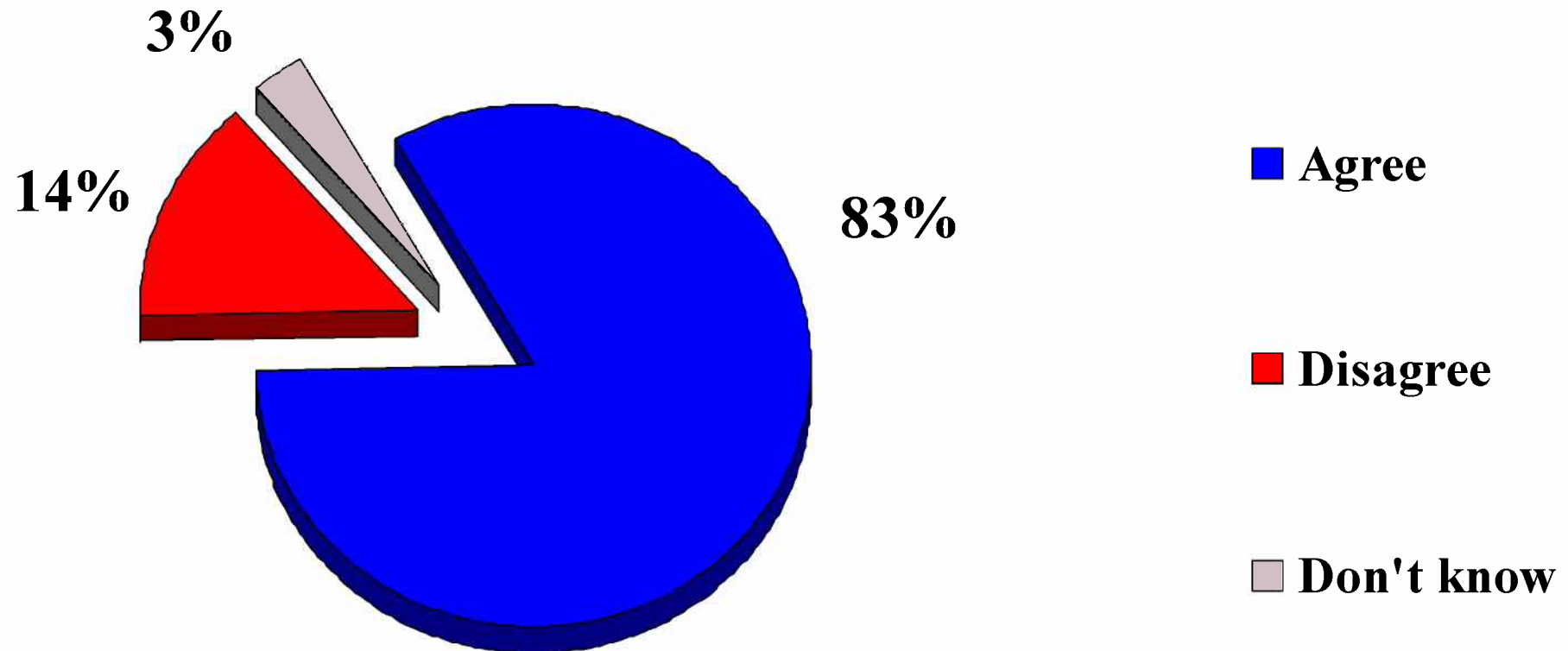
Most Important Health Issues

What would you say is the single most important health issue facing people in the U.S. today? (*first mentions*)



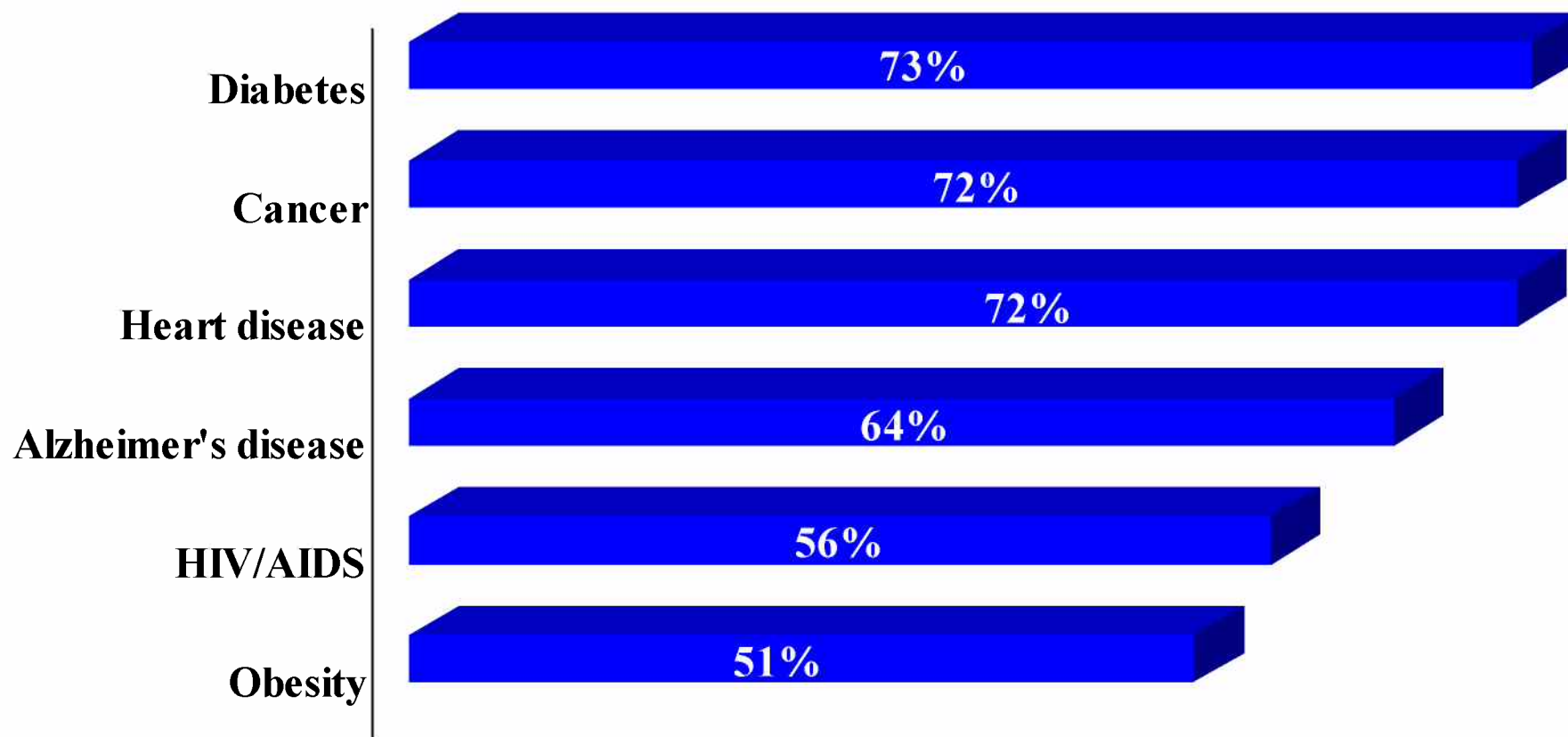
Health Care System Should Focus on Preventing Illness

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



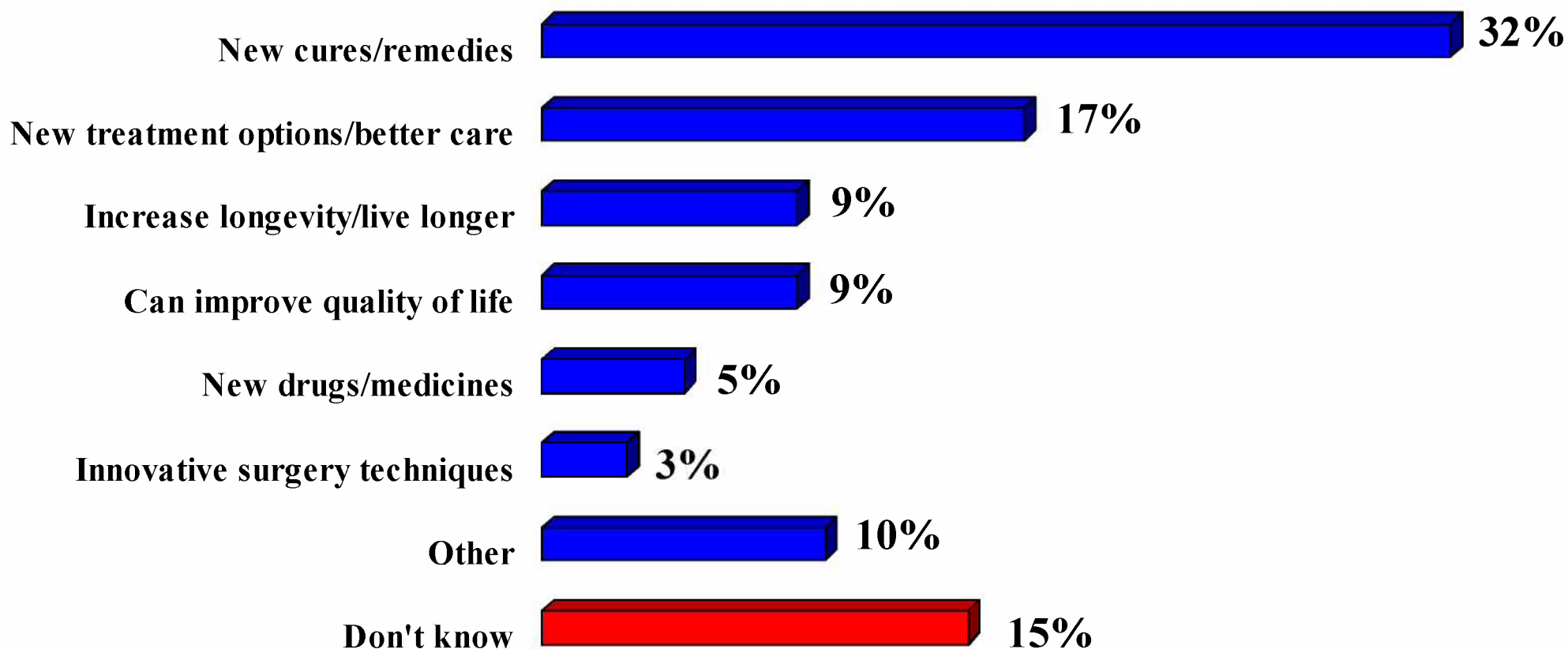
Great Expectations for Medical Breakthroughs

Please tell me whether you think medical breakthroughs will occur within the next 10 years for each of the following:



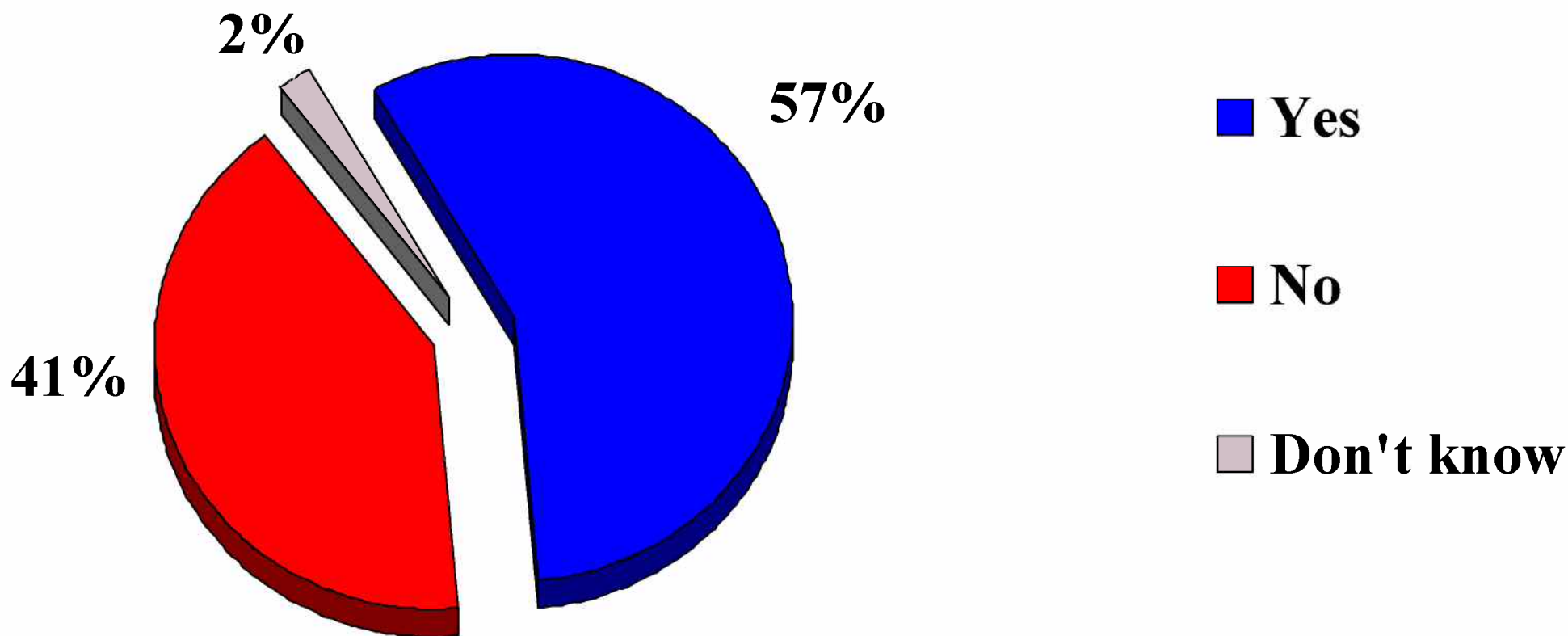
Benefits of Research

What do you believe are the most important benefits medical research provides to society? (*first mentions*)



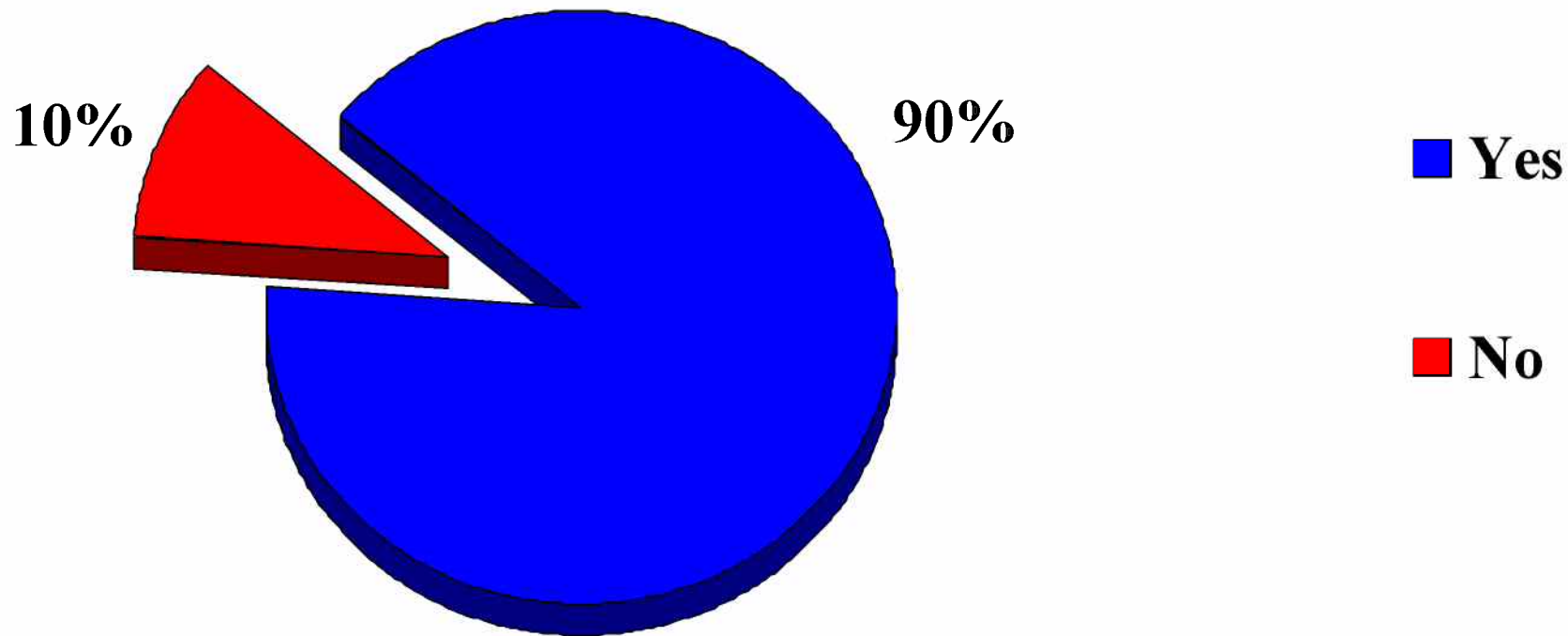
Americans Helped by Research

Have any medical advances or health-related research helped you or someone close to you?



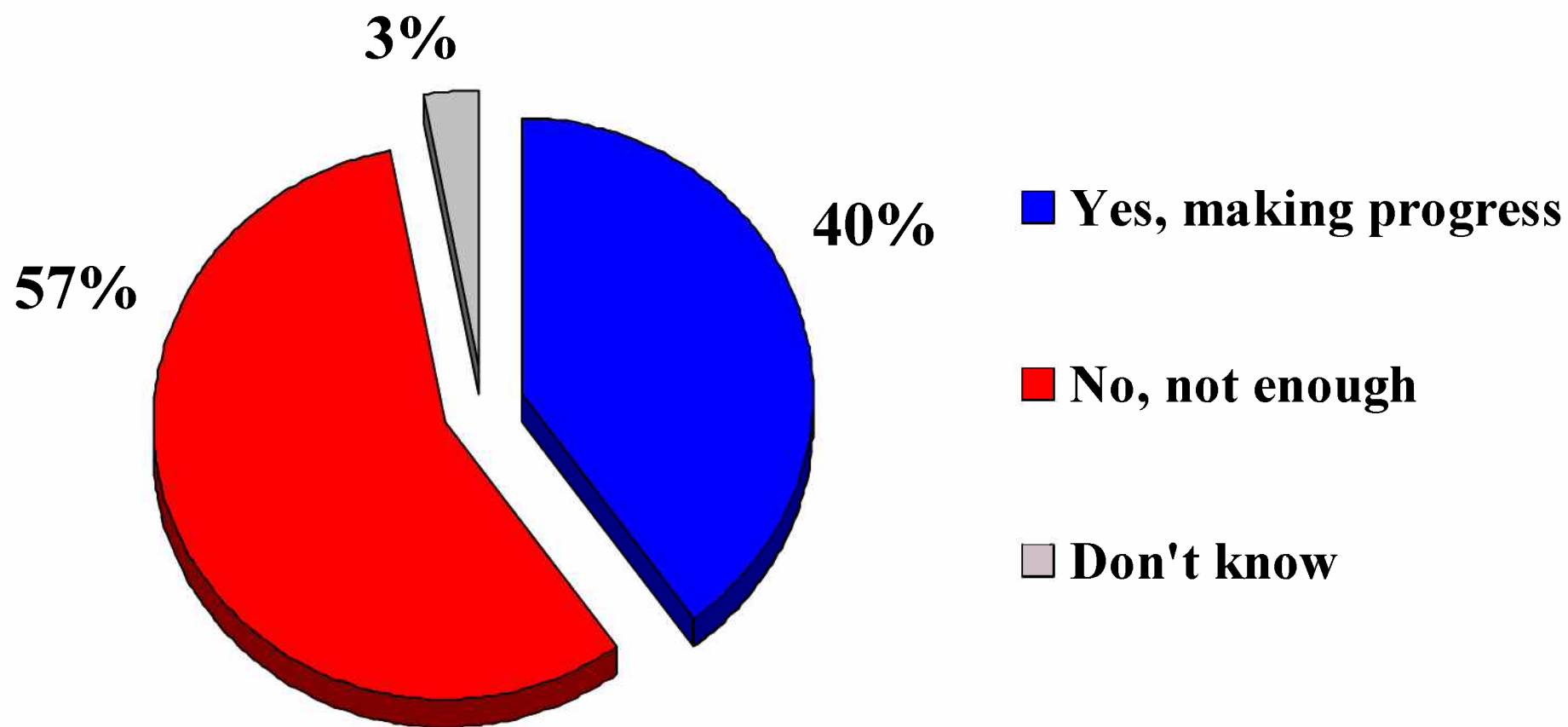
Most Americans Purchased Prescription Drugs in Past Year

Have you purchased prescription drugs for yourself or your family in the last year?



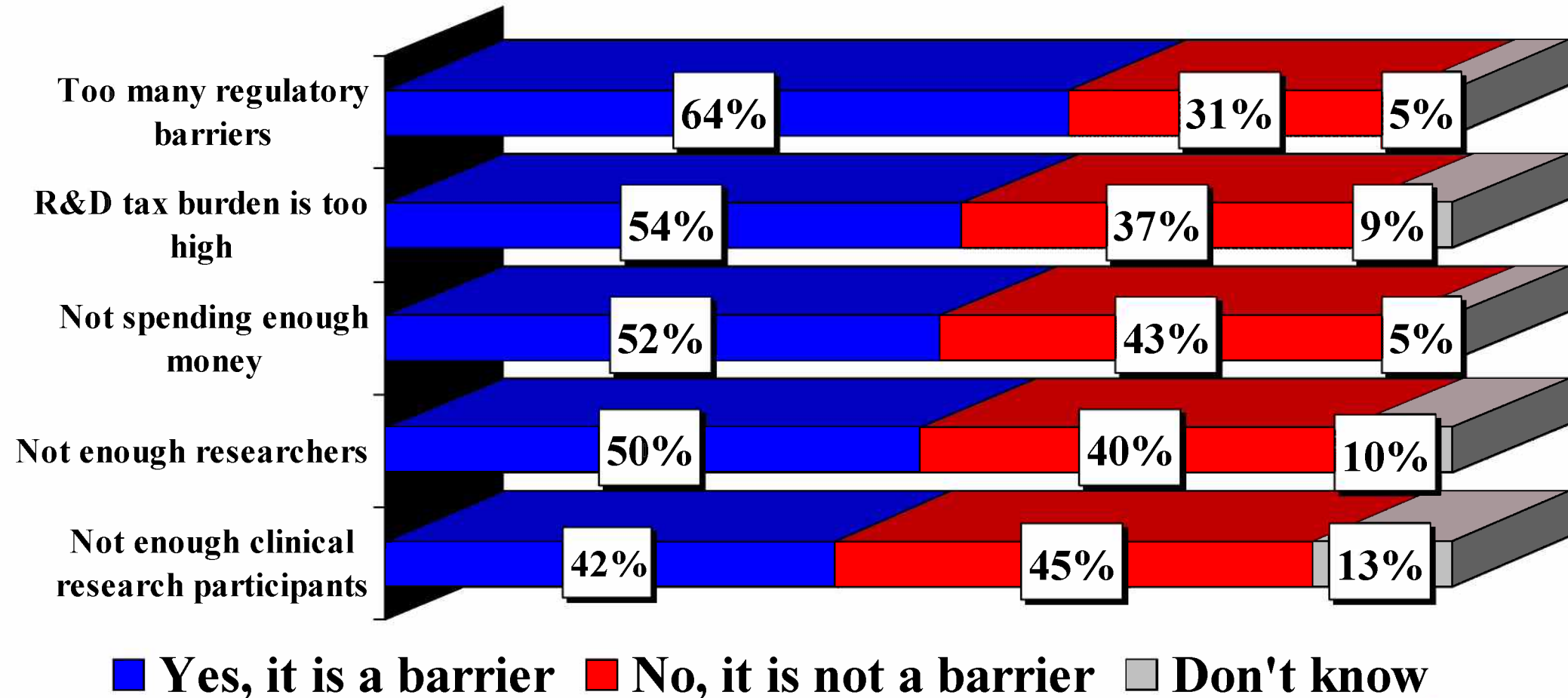
Americans Expect More Progress in Research

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



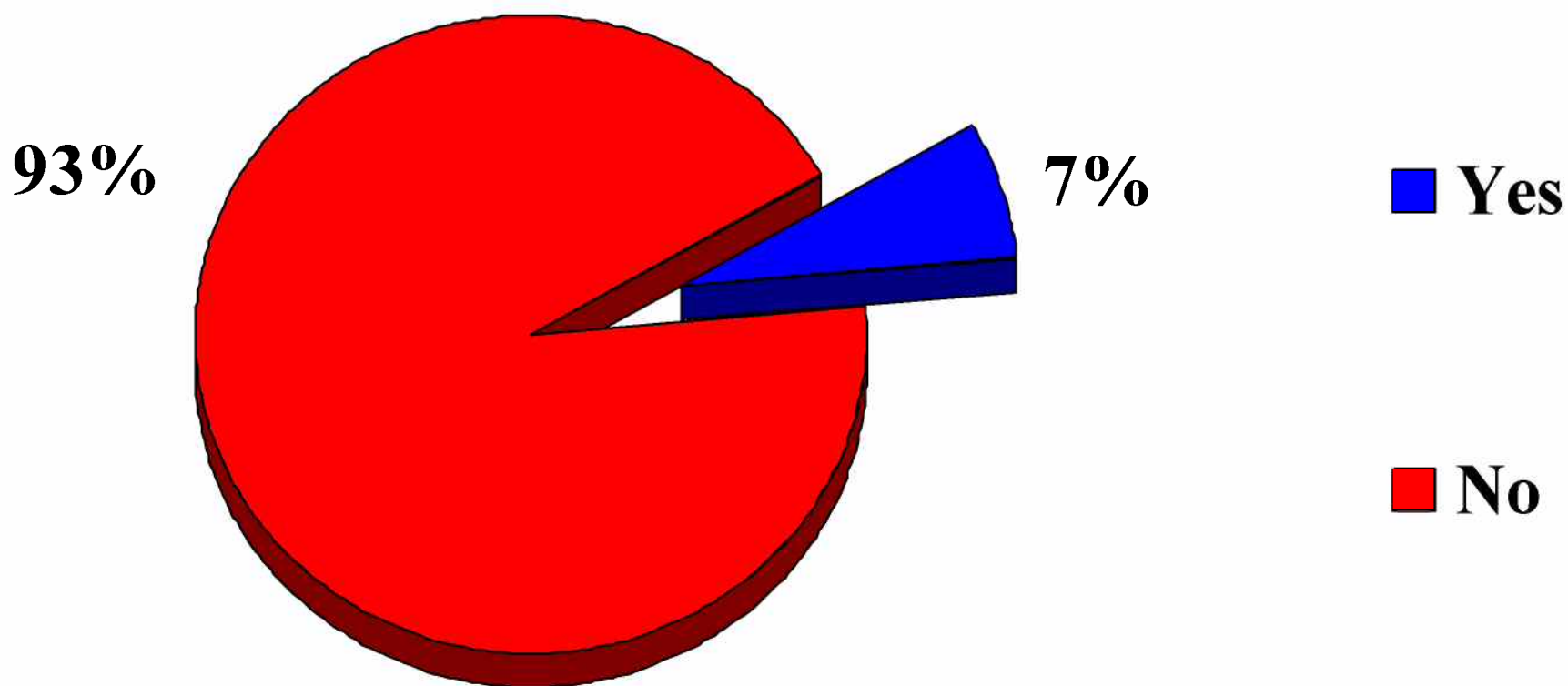
Barriers to Research

Some people believe medical research should be making more progress. I am now going to read a list of some of the reasons people believe we are not. For each one, please tell me if you feel this is a barrier to progress in medical research.



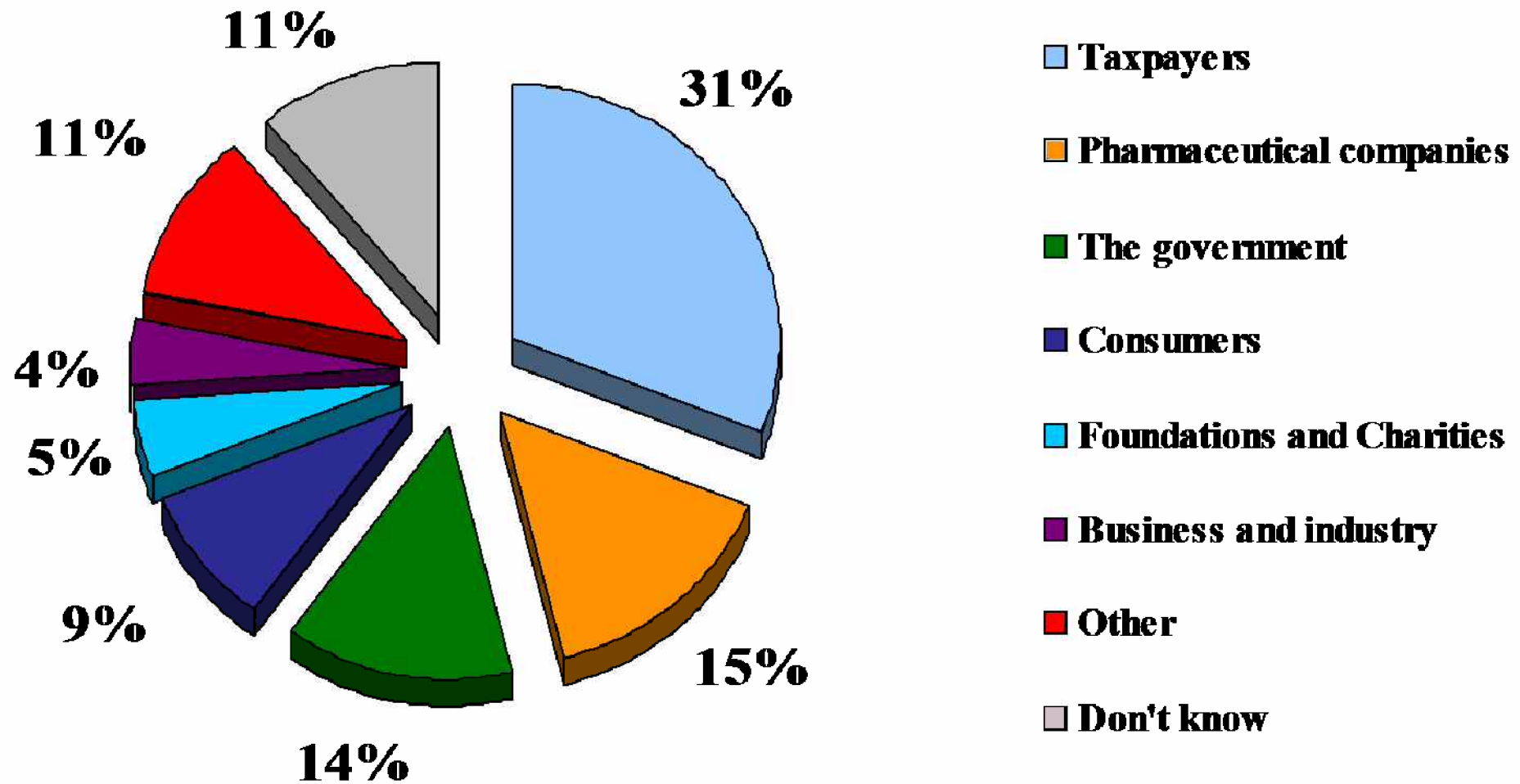
Few Doctors Suggest Participation

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



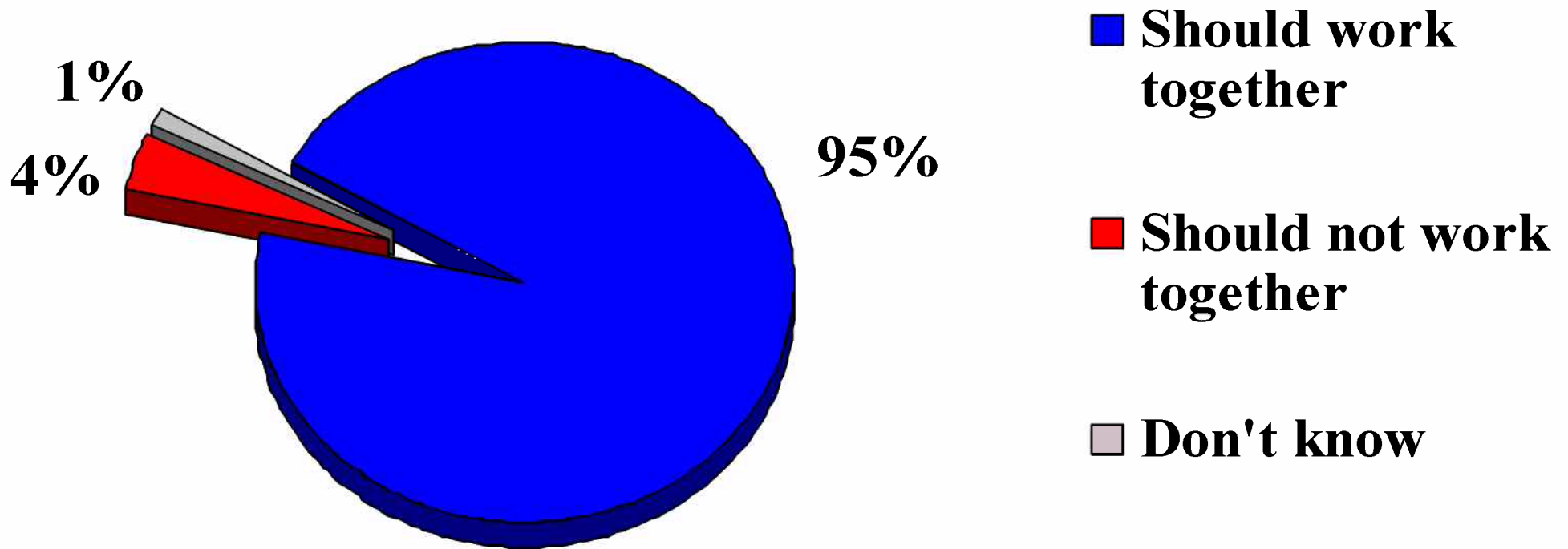
Who Pays for Medical Research Conducted in the U.S?

Who do you think *pays for* most of the medical research done in this country?

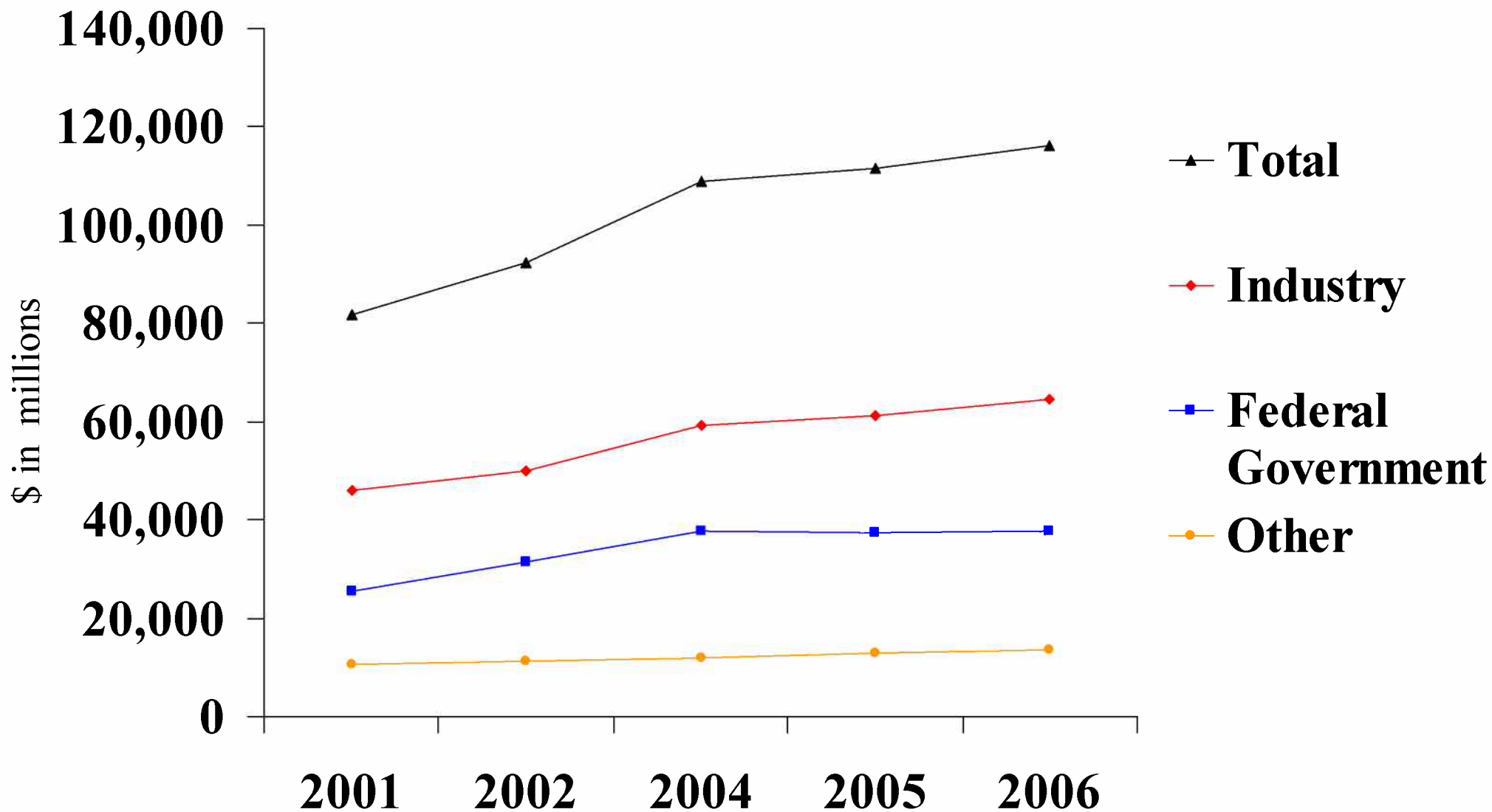


Americans Think Research Institutions Should Work Together

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



Track Investment: U.S. Investment in Health R&D



Source: Research!America, Investment in U.S. Health Research
2001, 2002, 2004, 2005, 2006

www.yourcandidatesyourhealth.org

The screenshot displays the website's interface for the 2008 Presidential Candidates. At the top, there is a navigation bar with links for 'ABOUT THE PROJECT', 'FOR POLITICIANS', and 'CONTACT US'. Below this is a header with the logo '2008 Your Candidates Your Health' and three main sections: 'Presidential Candidates 2008', 'Congressional Candidates 2008', and 'Where America Stands'. A banner image shows four diverse individuals. The main content area is titled 'Where Do Your Candidates Stand?' and includes a welcome message, a 'Take the Survey' button, and an 'Advocacy Network' section. The 'DEMOCRATS' section features portraits of candidates Clinton, Obama, and McCain. The 'REPUBLICANS' section features portraits of candidates Romney, McCain, Huckabee, and others. The Research America logo is visible at the bottom of the page.



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