



# Public Perception of Clinical Trials

July 2017

National public opinion survey commissioned by  
Research!America

# National Survey Methodology

This nationwide online survey was conducted by Zogby Analytics on behalf of Research!America in July 2017, among 1,000 adults. This survey has a theoretical sampling error of +/- 3.1 percentage points.\*

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

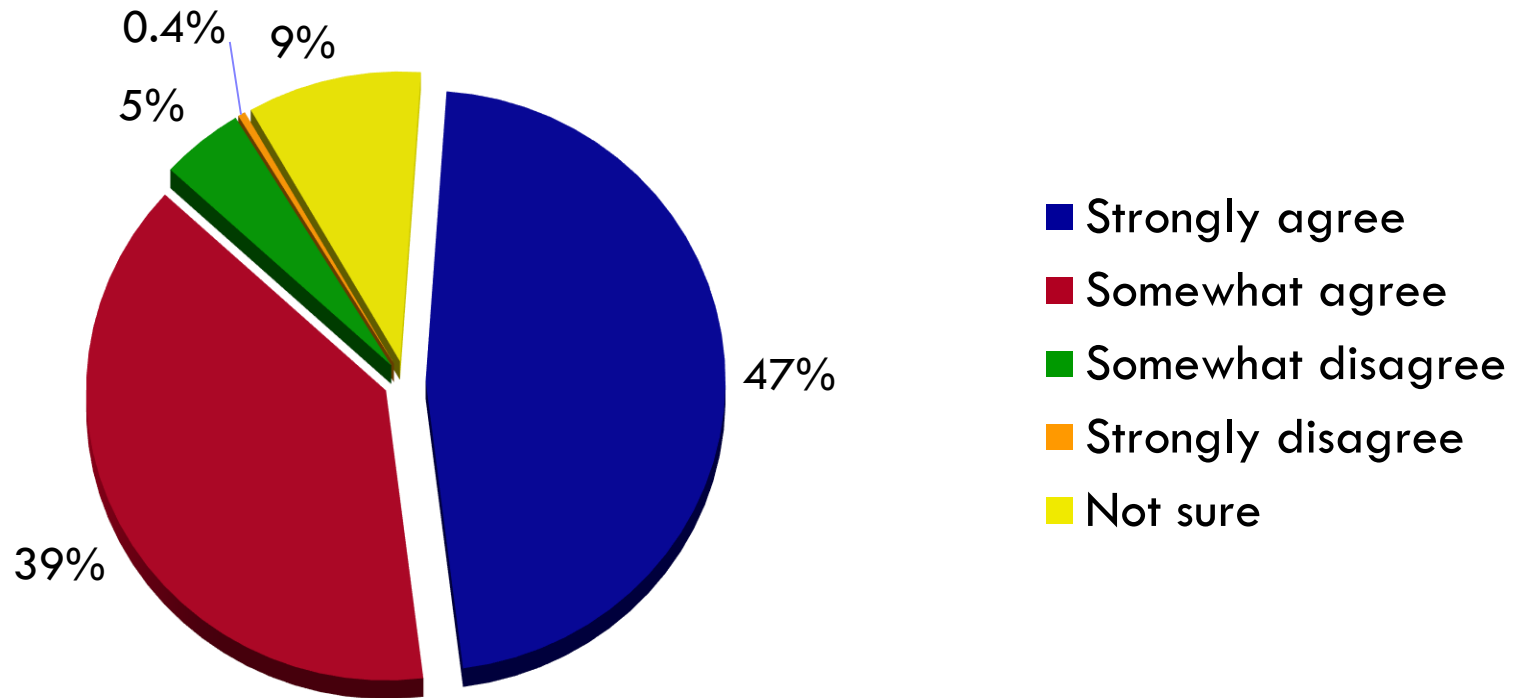
# Partner

Support for this survey was provided, in part, by:



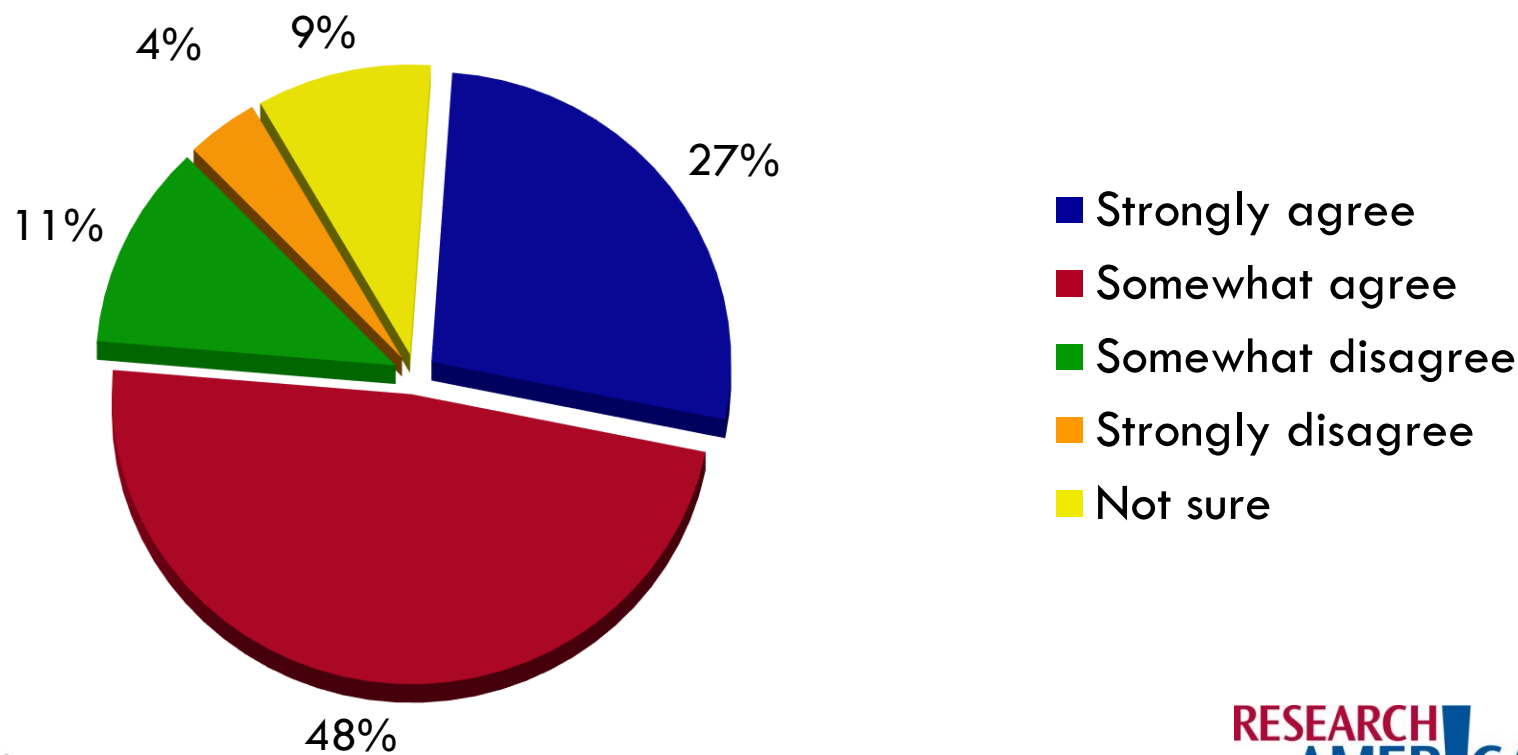
# Majority Agree Discussion of Clinical Trials Should be Part of Standard Care

Do you agree or disagree that health care professionals should discuss clinical trials with patients diagnosed with a disease as part of their standard of care?



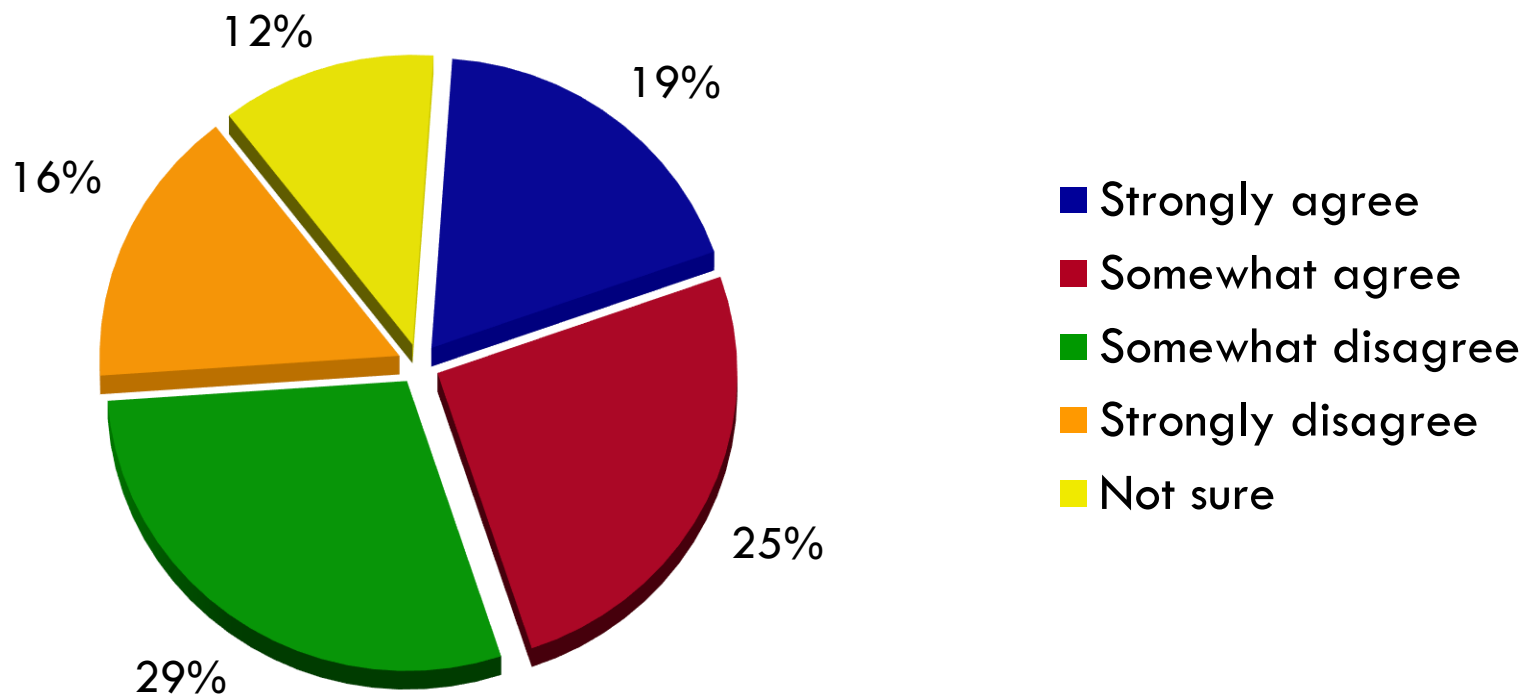
# Clinical Trial Participation is as Valuable as Giving Blood

Please tell me if you agree with the following statement – Taking part in clinical trials is as valuable to our health care system as giving blood.



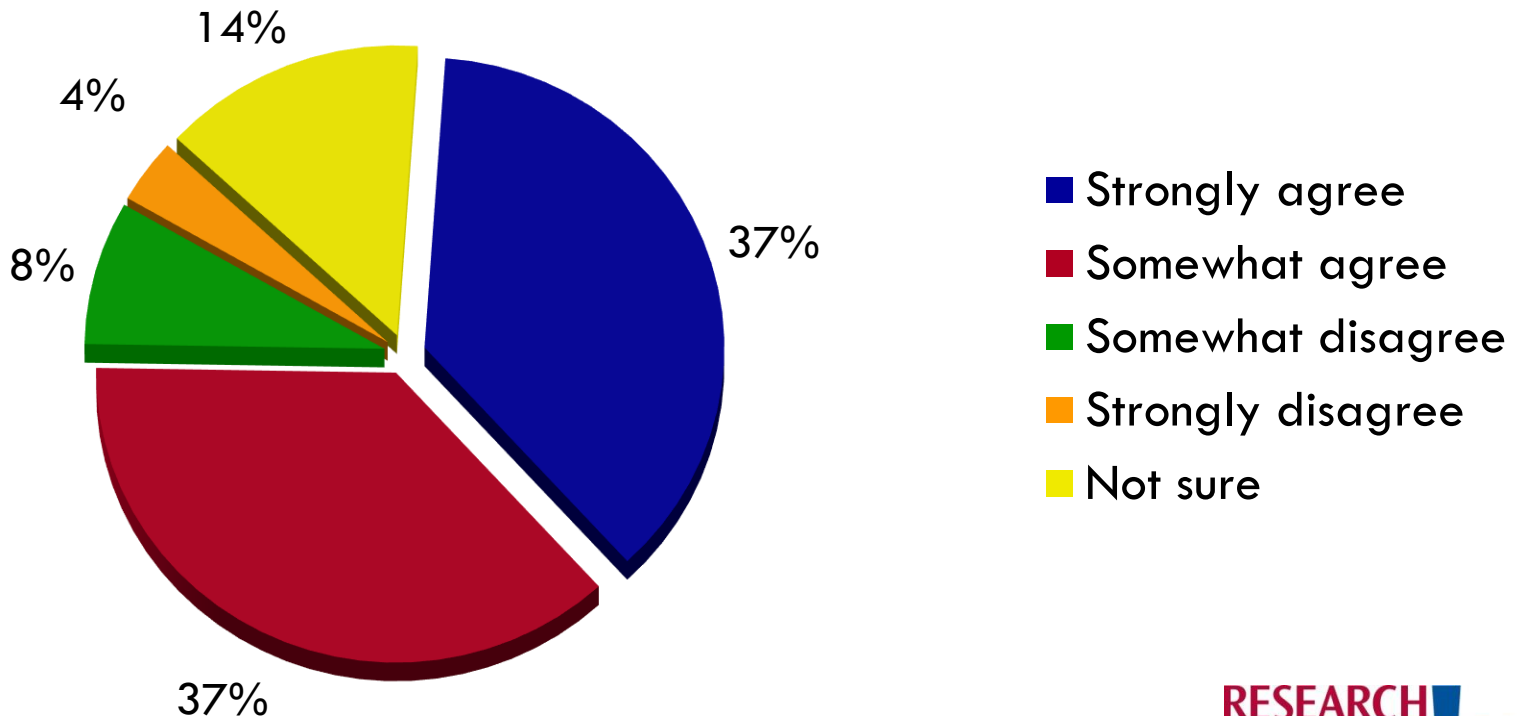
# Opinions Split on Importance of Taking Part in a Clinical Trial

Please tell me if you agree with the following statement – It is important for everyone to take part in a clinical trial if they are asked.



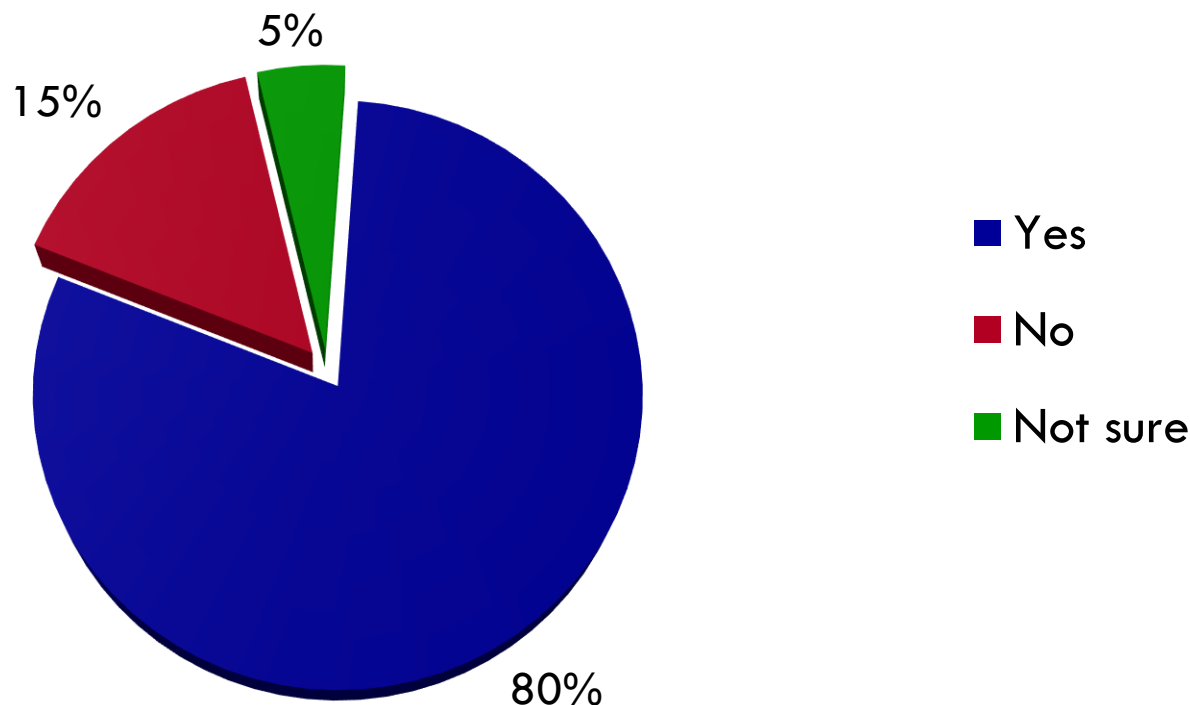
# Majority Would Participate if Asked by Someone They Trust

Please tell me if you agree or disagree with the following statement — I would take part in a clinical trial if I was asked by someone I trust.



# Four in Five Americans Have Heard of Clinical Trials

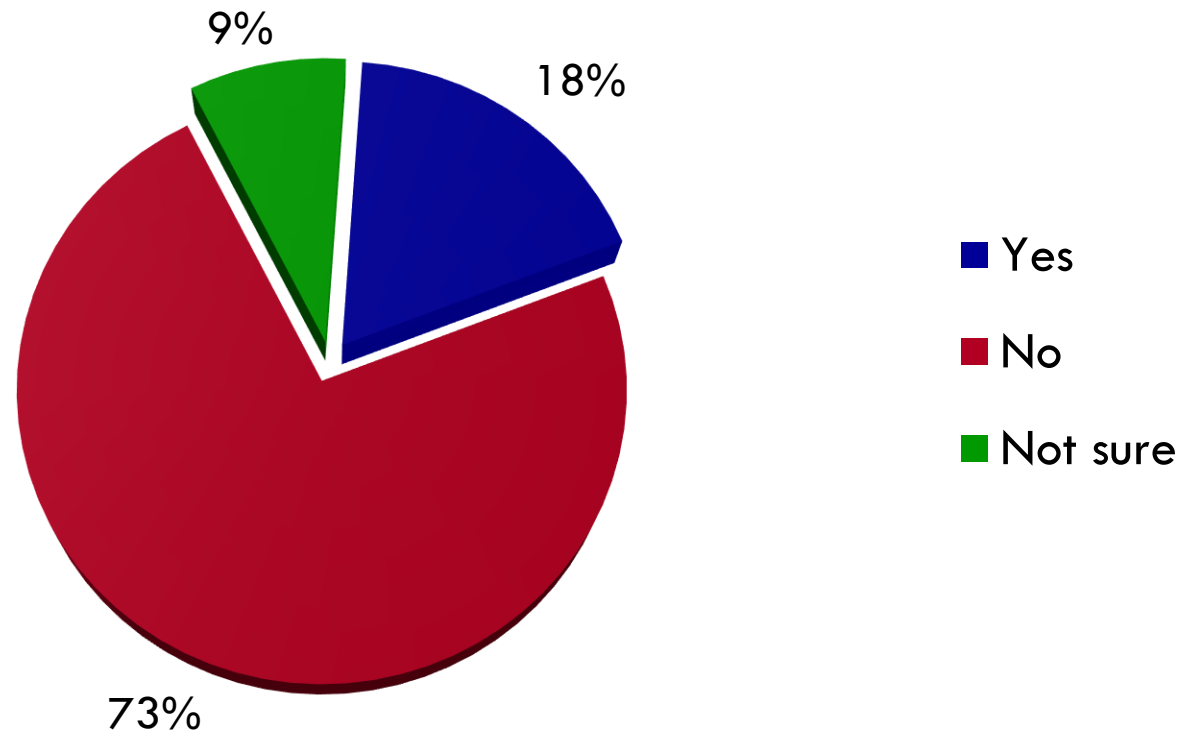
One kind of medical research is often referred to as a clinical trial. In this, volunteers choose to participate to test the safety and effectiveness of certain treatments, drugs or devices. Have you ever heard of a clinical trial?





# Most Americans Have Not Participated in Clinical Trials

Have you or anyone in your family ever participated in clinical trials?



# Awareness, Risk Top Barriers for Clinical Trial Participation

Fewer than 10% of Americans participate in clinical trials. Which of the following do you think is a reason that individuals don't participate in clinical trials? (Check all that apply)

Not aware/lack of information	55%
Too risky	43%
Lack of information about clinical trials process	41%
Lack of trust	38%
Adverse health outcomes	34%
Little or no monetary compensation	34%
No health conditions to treat	24%
Lack of access	22%
Too much time	18%
Privacy issues	15%
Lack of monetary compensation for physicians to discuss clinical trials with patients	15%
Other	3%
Not sure	7%

# Physicians, Clinical Trial Registry are Reliable Sources

Which of the following do you think is a reliable source for clinical trial information? (Check all that apply)

Doctor/health care provider	64%
Clinical trial registry (clinicaltrials.gov)	46%
National Institutes of Health	31%
Online/Internet	30%
Food and Drug Administration	25%
Universities	21%
Patient organizations	19%
Media (TV, radio, online and print publications)	15%
Industry (pharmaceutical companies, medical device companies)	14%
Advertisements	10%
Friends or family	10%
Foundations/charities	12%
Military (i.e. Walter Reed Army Institute of Research)	7%
Other	1%
Not sure	12%

Source: A Research!America survey of U.S. adults conducted in partnership with Zogby Analytics in July 2017.

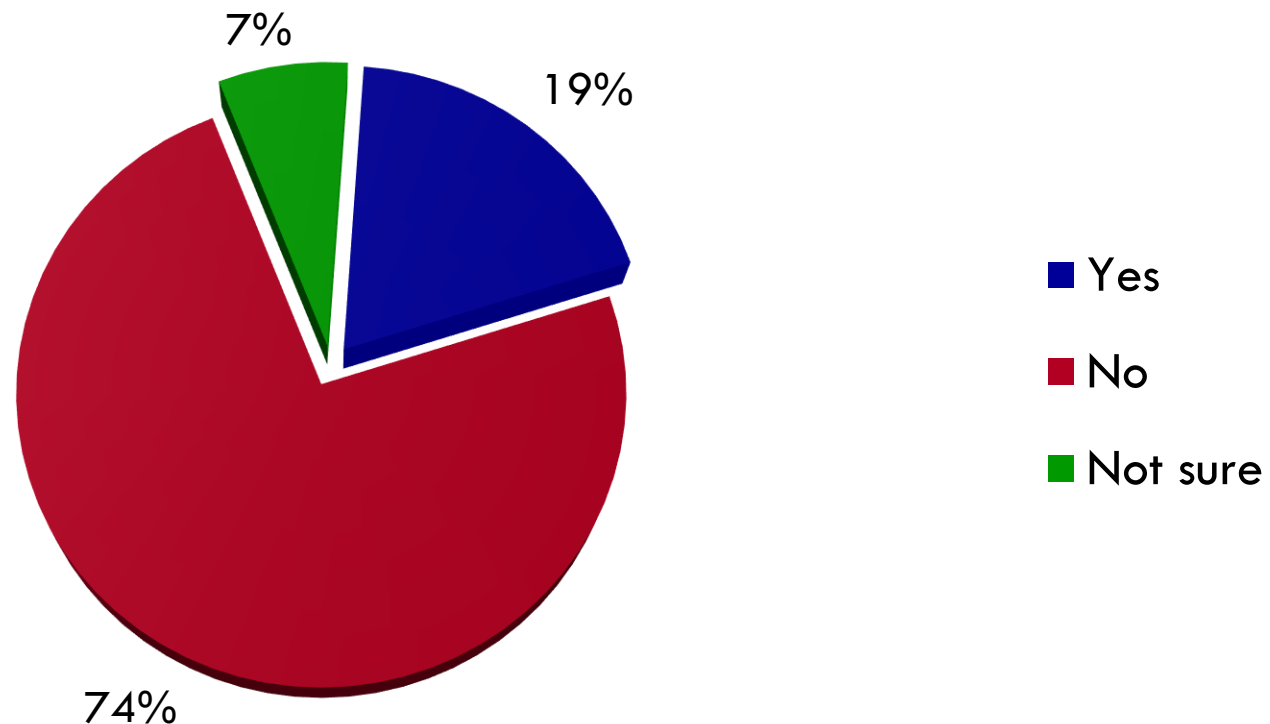
# Doctors, Government Responsible for Educating Public

Which organizations listed below would you say have the greatest responsibility in educating the public about clinical trials? (Choose ONLY one)

Doctors and other health care providers	44%
Government, for example the National Institutes of Health (NIH)	23%
Pharmaceutical companies	10%
Patient organizations	5%
Insurance companies	3%
Military	1%
Other	1%
Not sure	13%

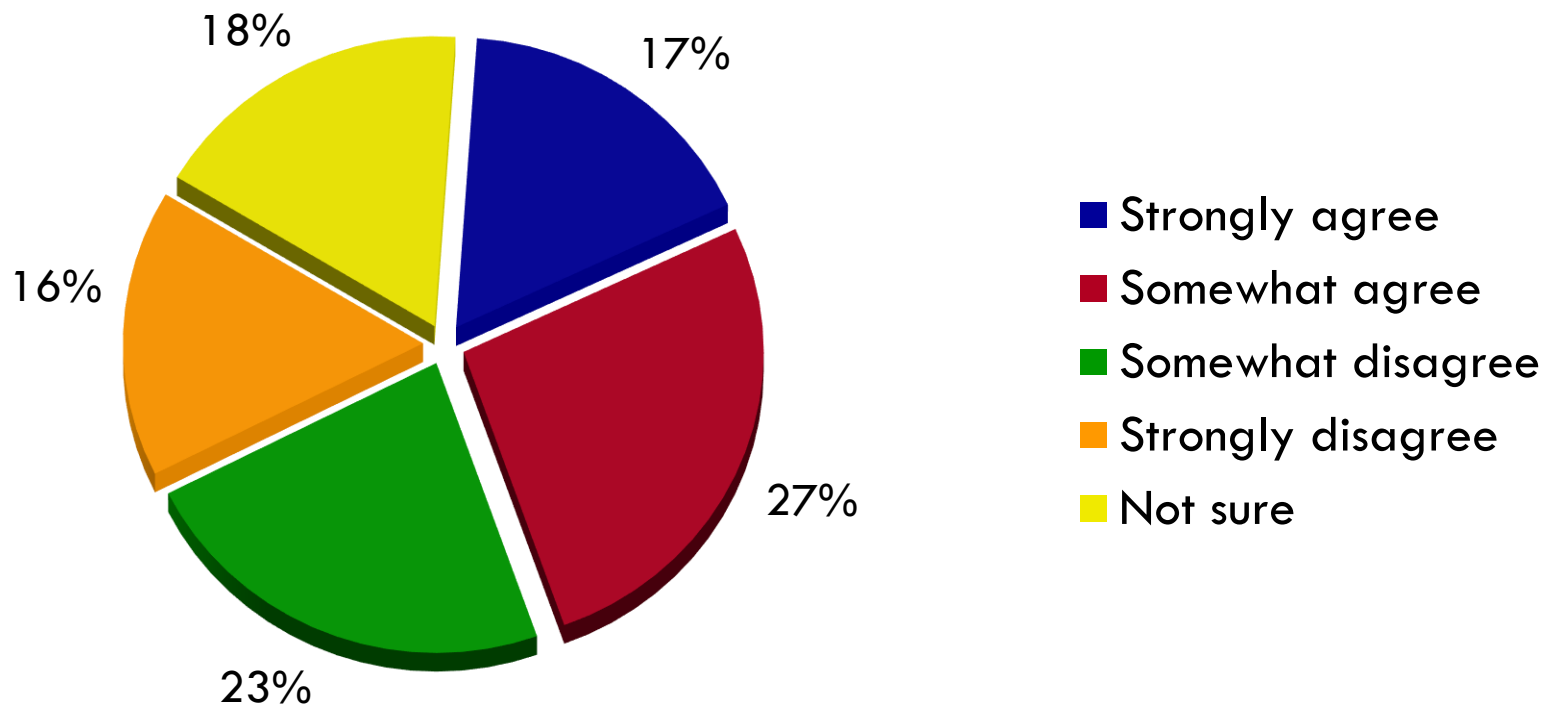
# Nearly Three-Quarters Say Doctors Don't Talk About Medical Research

Has your doctor or other health care professional ever talked to you about medical research?



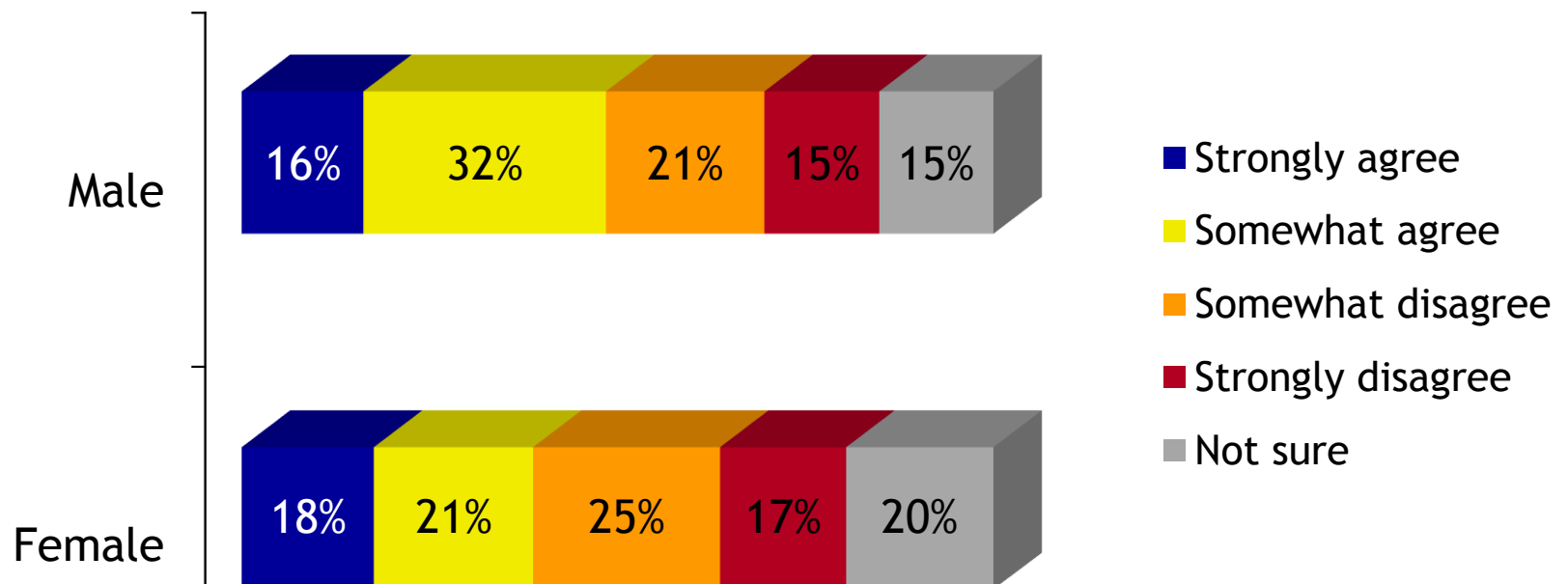
# Plurality Agree Clinical Trials Should be Routine Health Behavior

Do you agree or disagree clinical trial participation should be a routine health behavior, whether you are healthy or ill, similar to getting an annual check up with your health care provider?



# More Men than Women Agree Clinical Trial Participation Should Be Routine Behavior

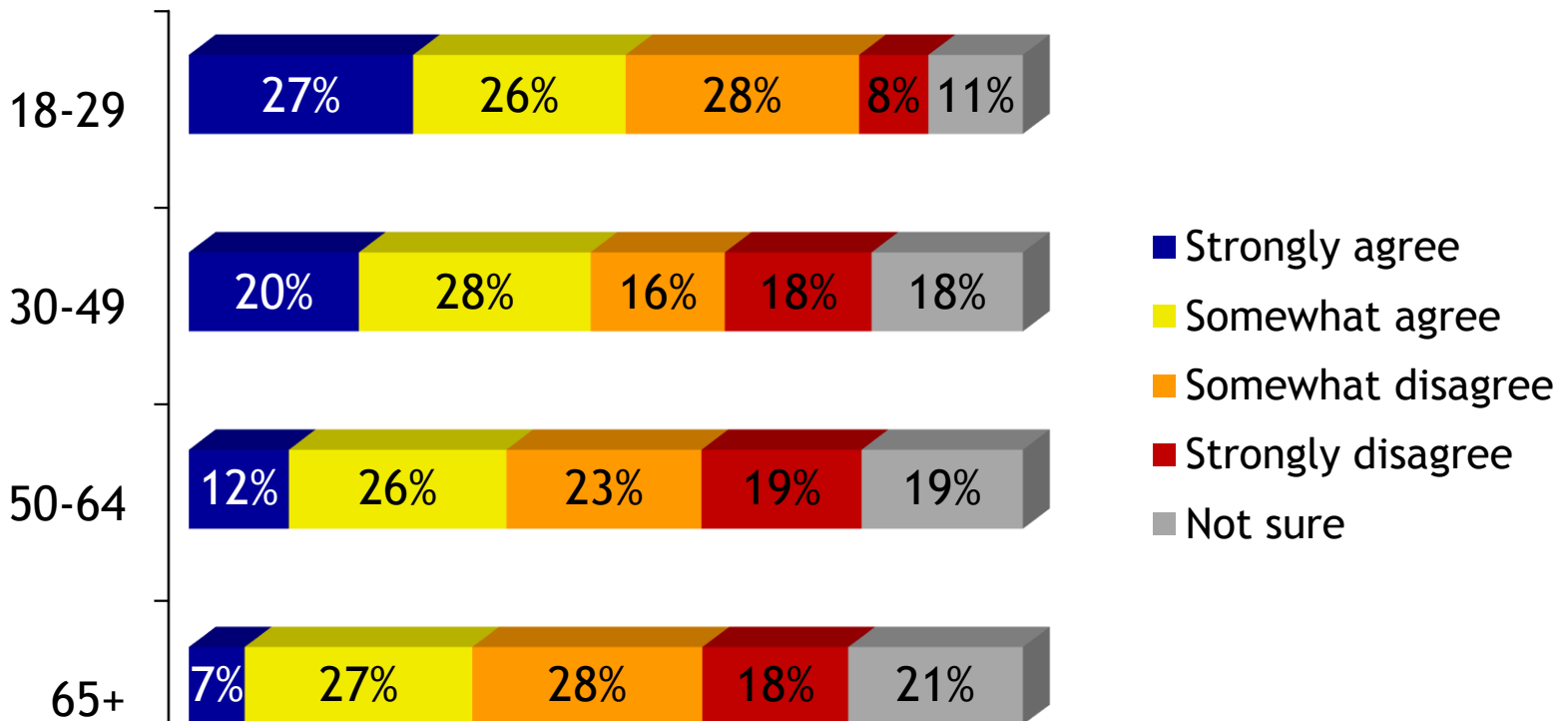
Do you agree or disagree clinical trial participation should be a routine health behavior, whether you are healthy or ill, similar to getting an annual checkup with your health care provider?



Source: A Research!America survey of U.S. adults conducted in partnership with Zogby Analytics in January 2017.

# Young Adults More Likely to Agree Clinical Trial Participation Should Be Routine Behavior

Do you agree or disagree clinical trial participation should be a routine health behavior, whether you are healthy or ill, similar to getting an annual checkup with your health care provider?



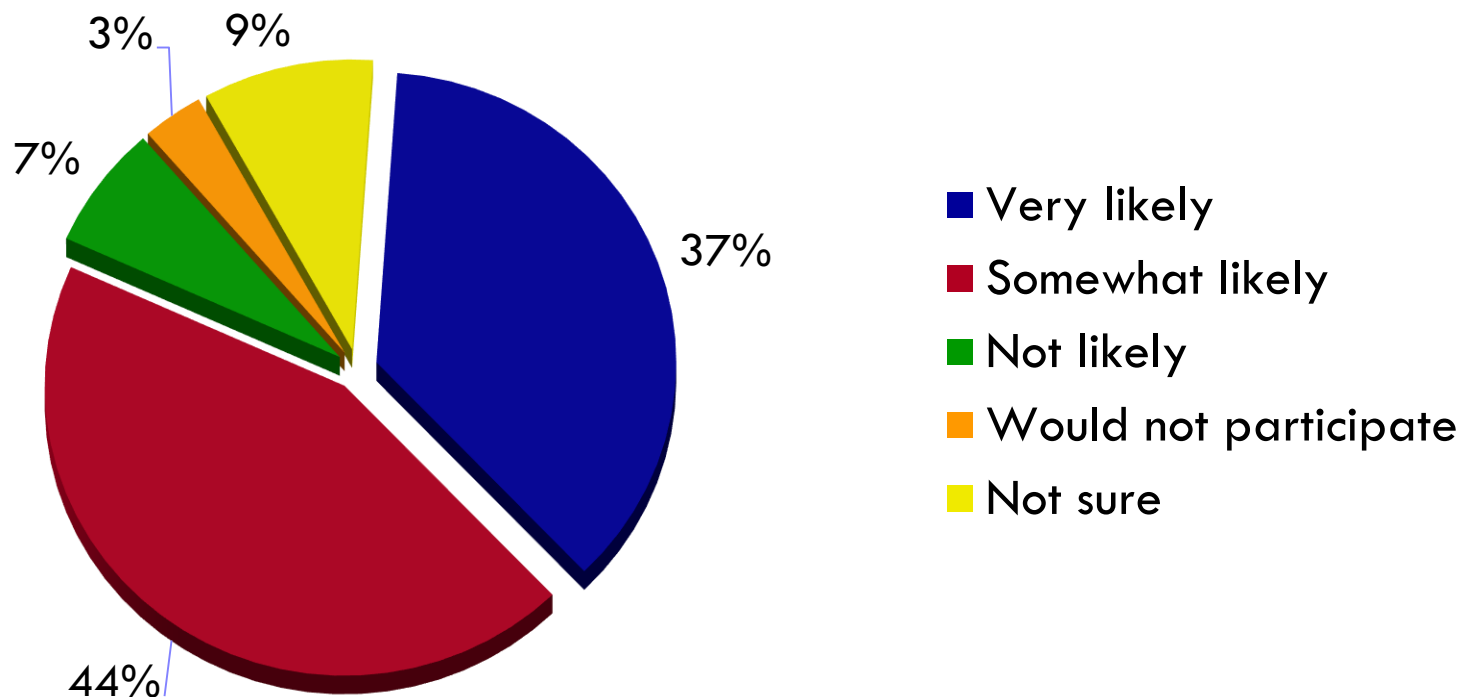
Source: A Research!America survey of U.S. adults conducted in partnership with Zogby Analytics in January 2017.



# Majority Likely to Participate in Clinical Trials Recommended by Doctor

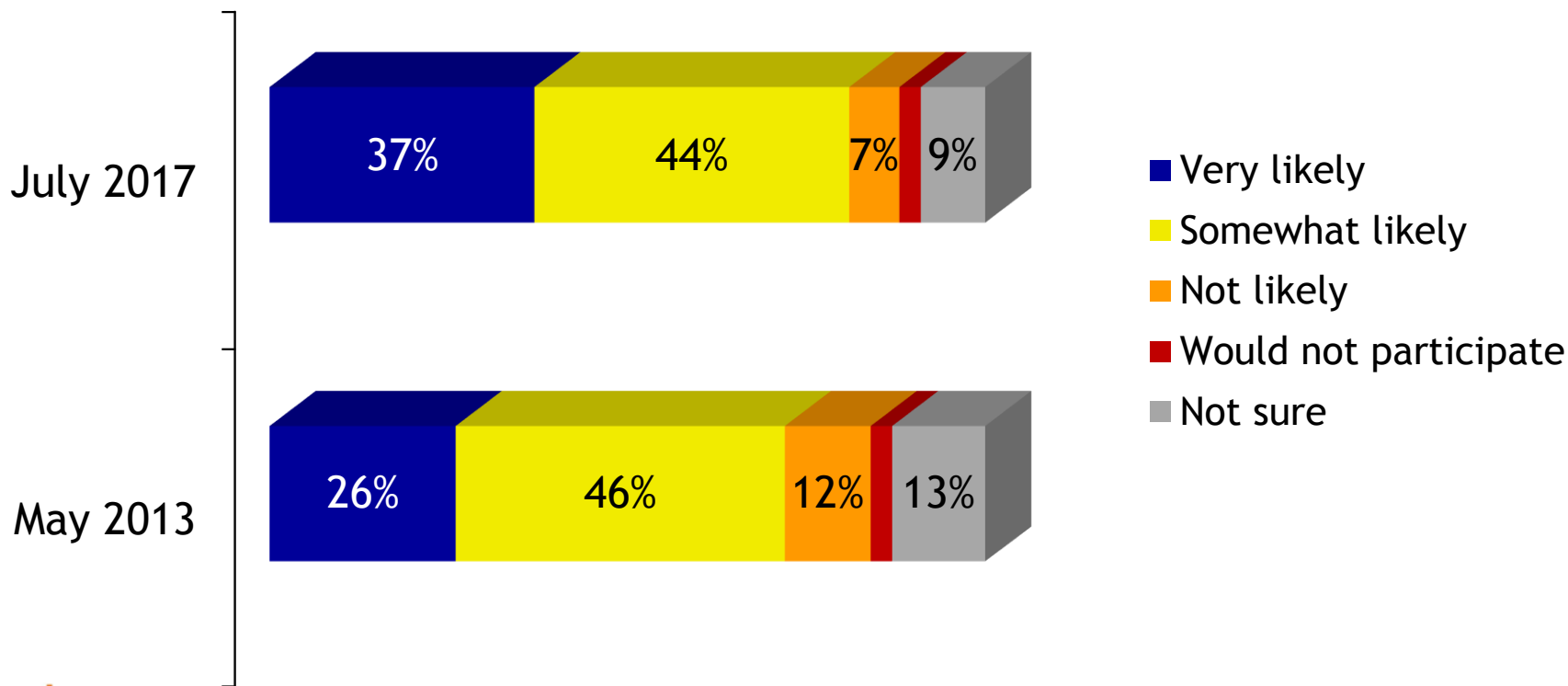
If your doctor found a clinical trial for you and recommended you join, how likely would you be to participate in a clinical trial?

*11% increase in percentage that selected 'Very likely' from 2013*



# Increase in Percentage 'Very Likely' to Participate if Doctor Recommended

If your doctor found a clinical trial for you and recommended you join, how likely would you be to participate in a clinical trial?

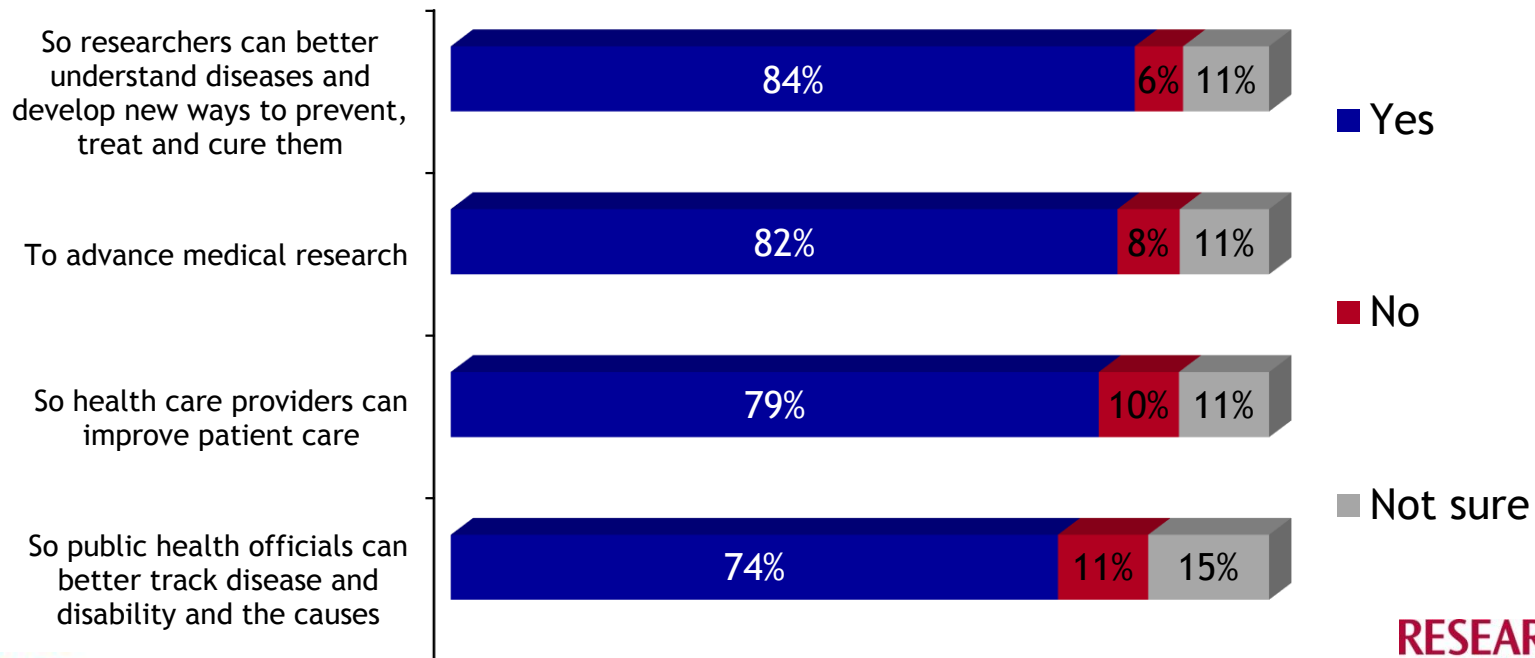


# Patients Willing to Share Health Information for a Variety of Reasons

Please indicate your willingness to share your personal health information, assuming that appropriate privacy protections are in place.

*10% increase in percentage that selected 'So researchers can better understand diseases and develop new ways to prevent, treat and cure them' from 2013*

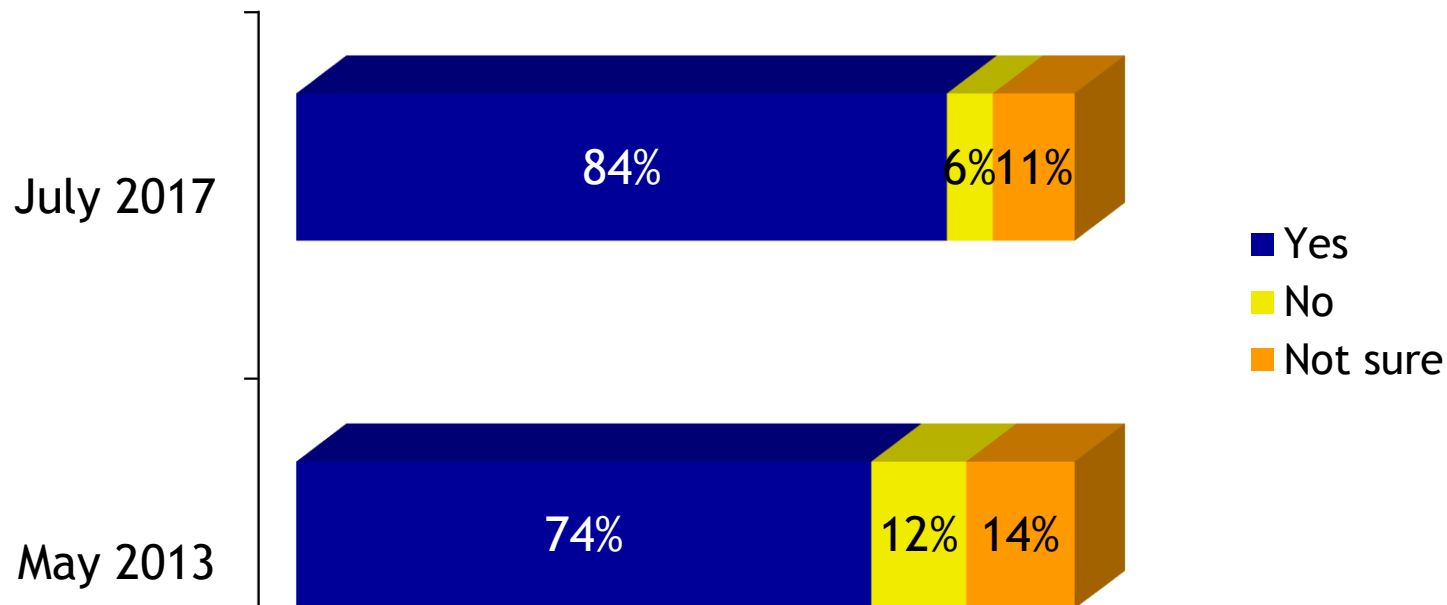
*9% increase in percentage that selected 'To advance medical research' from 2013*



Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in July 2017.

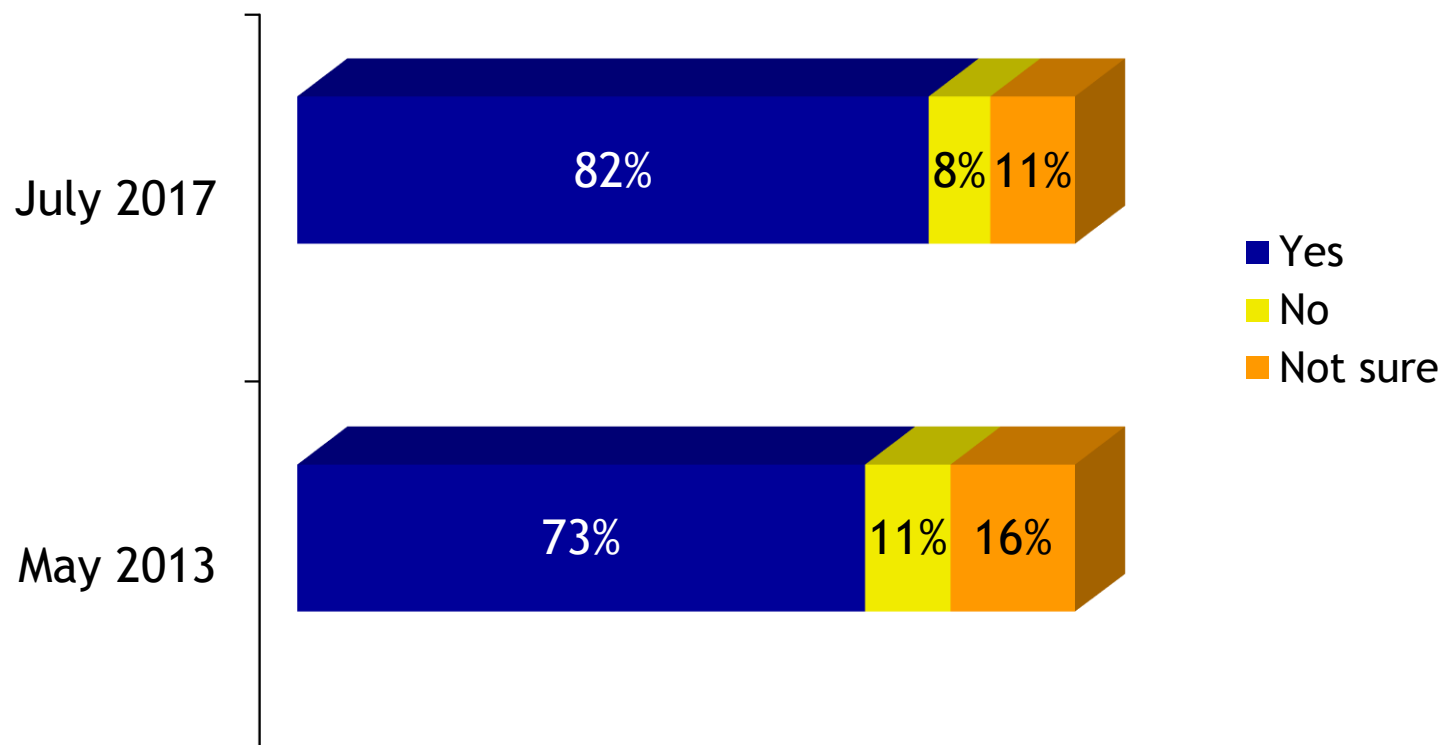
# Increase in Percentage Willing to Share Personal Health Information to Fight Disease

Please indicate your willingness to share your personal health information, assuming that appropriate privacy protections are in place – so researchers can better understand diseases and develop new ways to prevent, treat and cure them



# Increase in Percentage Willing to Share Personal Health Information to Advance Research

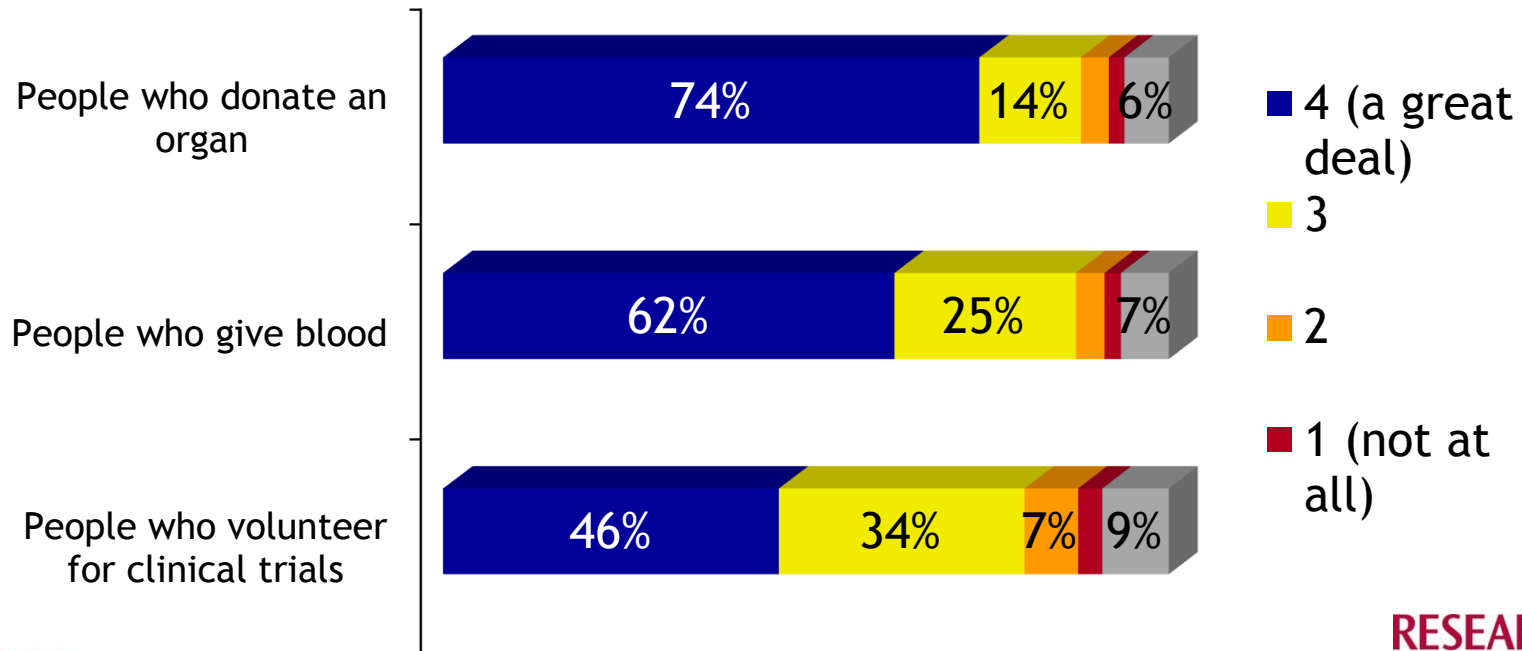
Please indicate your willingness to share your personal health information, assuming that appropriate privacy protections are in place – to advance medical research



# Americans Admire Organ Donors, Those Who Give Blood

Please rate how much you admire each of the following groups of people on a scale of 1 to 4, where 1 means you do not admire them at all, and where 4 means you admire them a great deal.

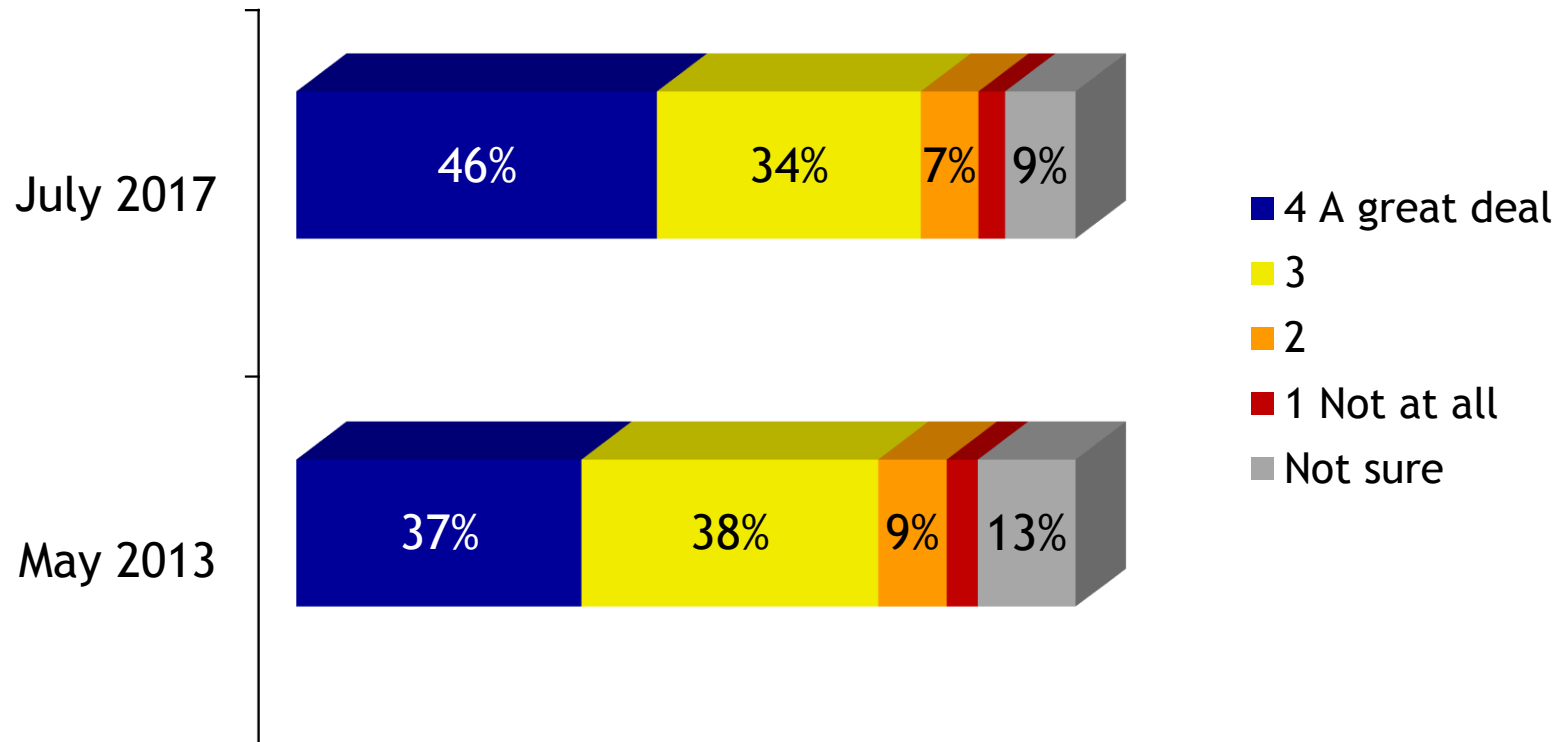
*9% increase in percentage that selected 'a great deal' for 'People who volunteer for clinical trials' from 2013*



Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in July 2017.

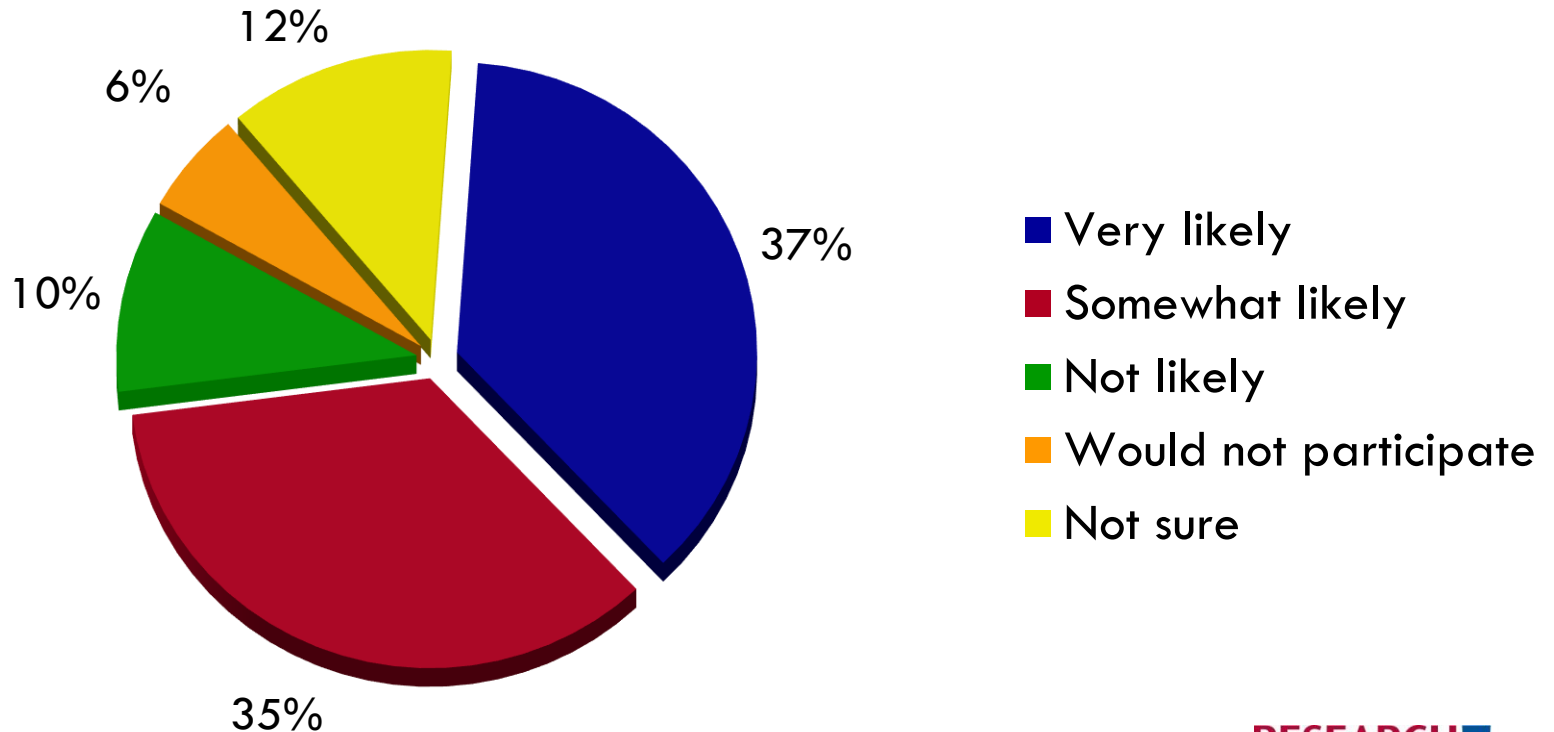
# More Americans Admire People Who Volunteer for Clinical Trials

Please rate how much you admire each of the following groups – People who volunteer for clinical trials.



# Majority Likely to Use Technology to Share Health Data

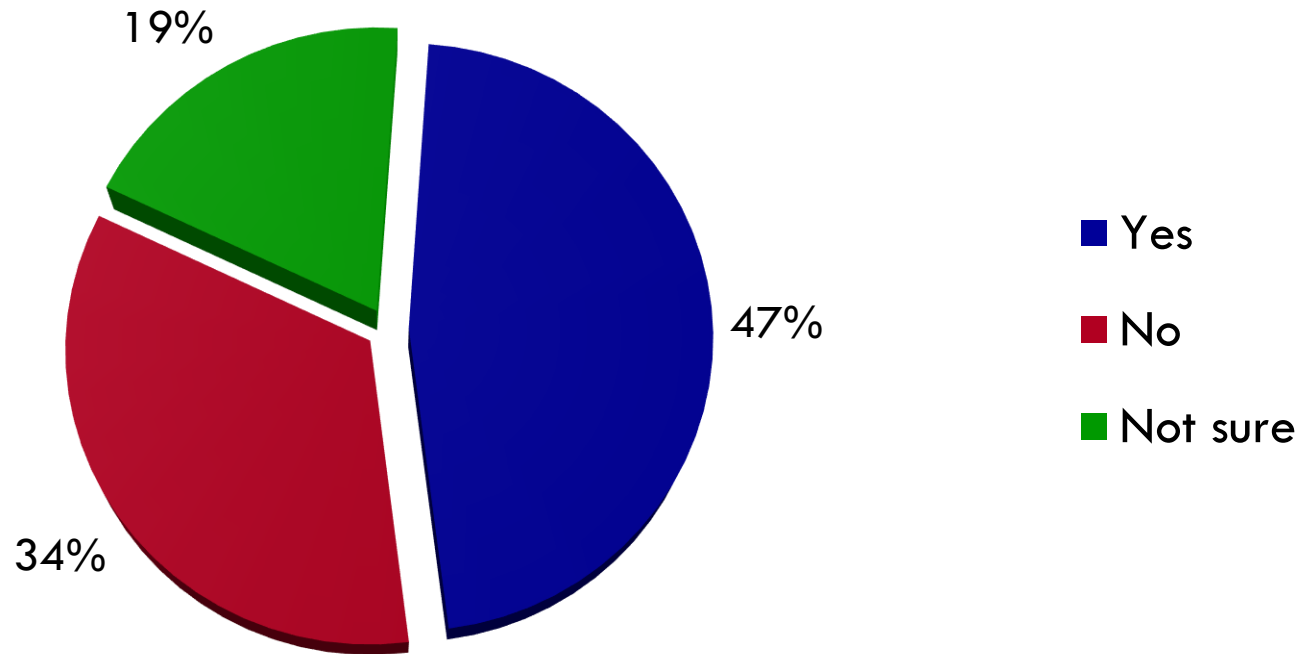
How likely are you to use technology such as apps, phones and monitoring devices to share your personal health data for clinical research?





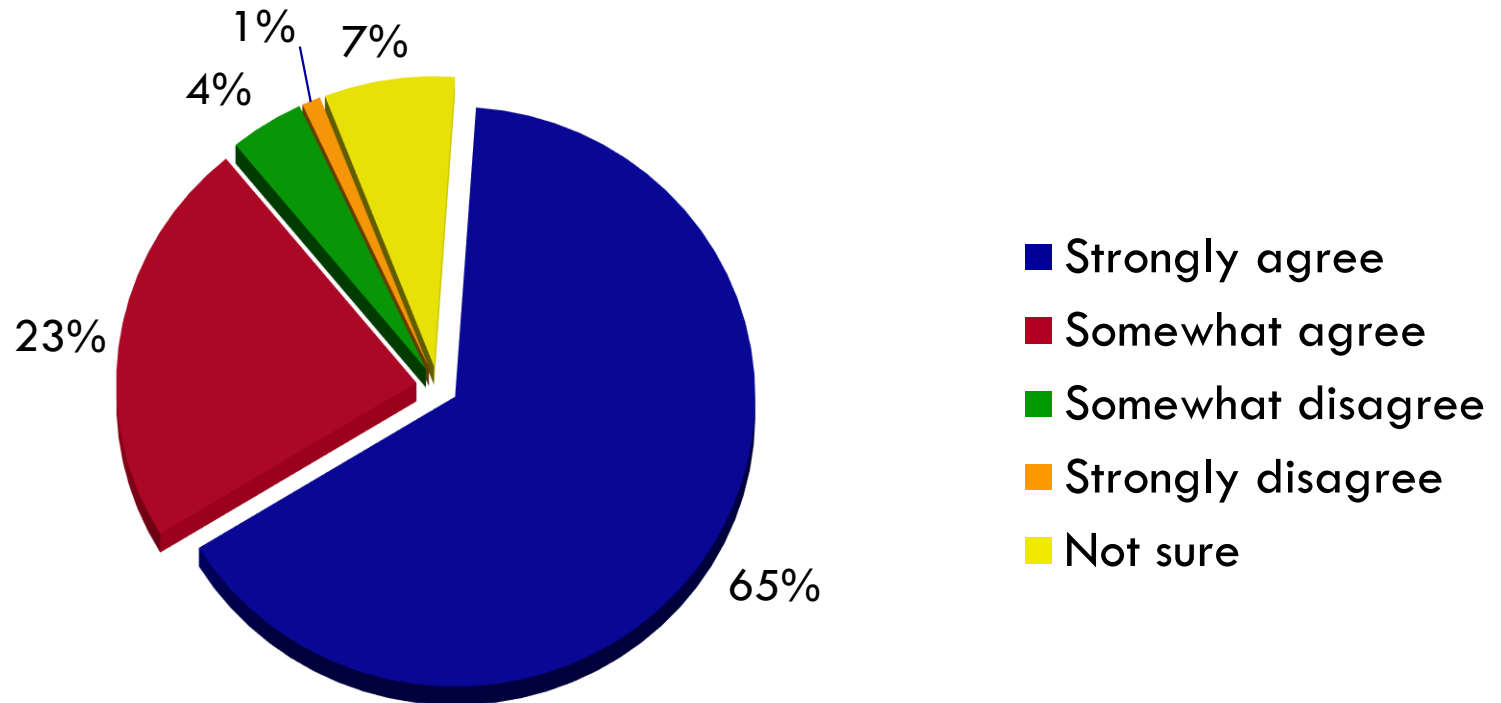
# Nearly Half Open to Receiving Data Through Phone

If you participated in a clinical trial, would you prefer to have clinical trial information/data/results delivered through your phone?



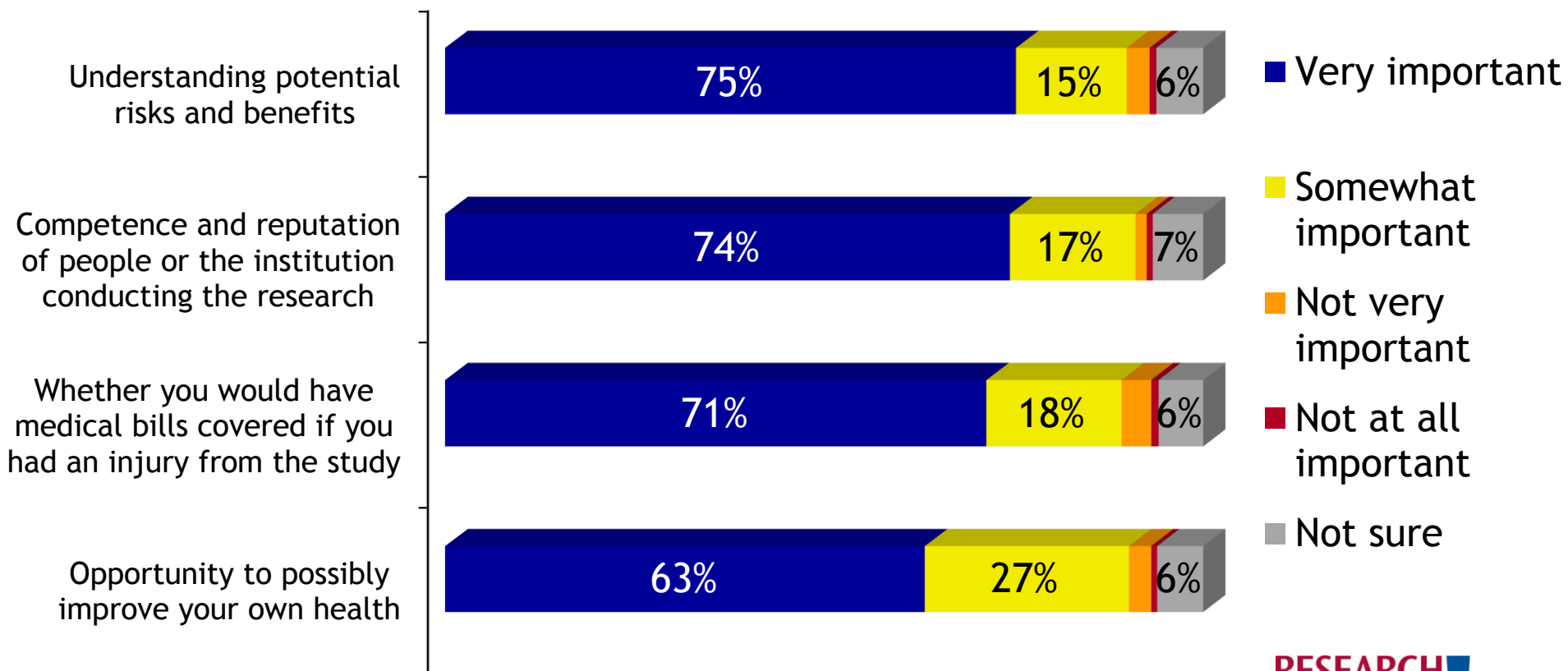
# Majority Say Participants Should Have Access to Clinical Trial Results

Please tell me if you agree or disagree with the following statement – Participants should have access to results of clinical trials.



# Risks and Benefits, Competence and Reputation Key Factors for Participation

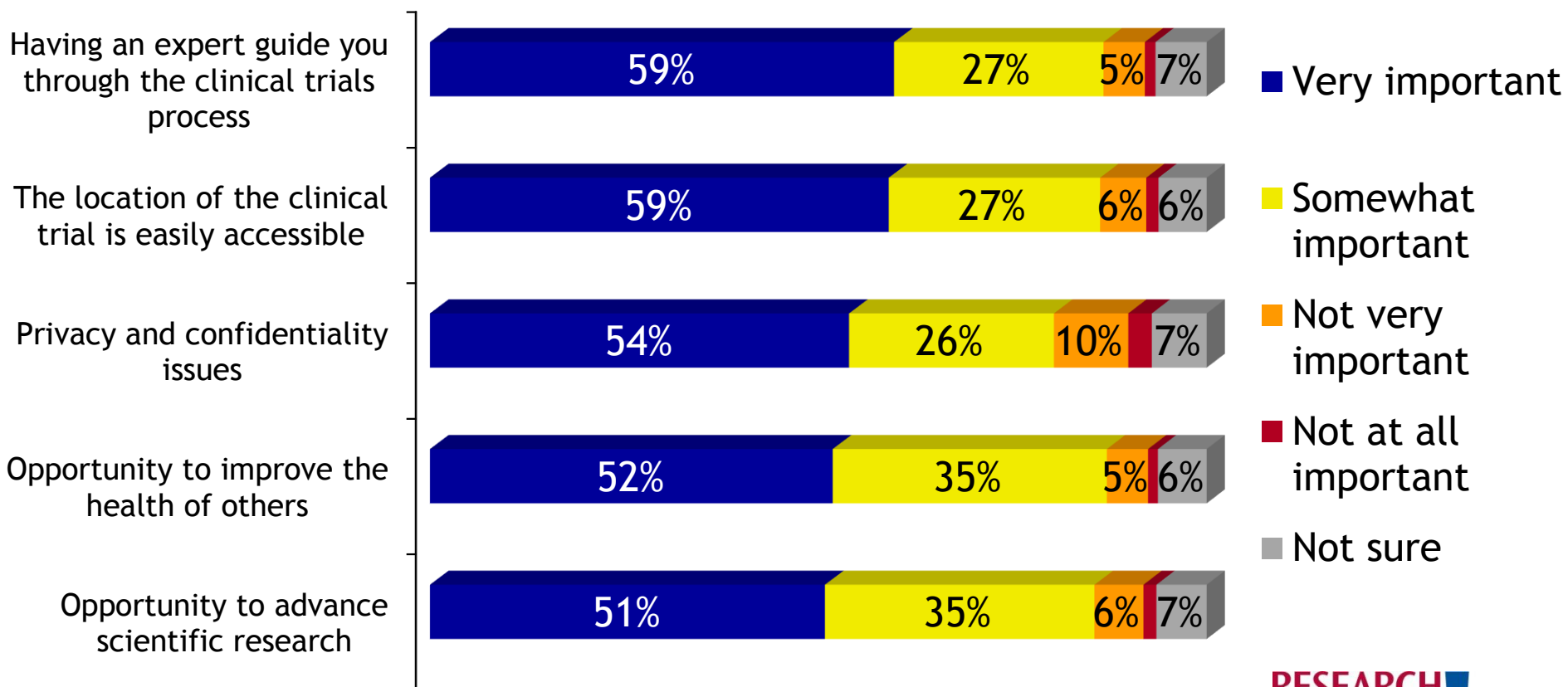
How important would each of the following factors be in your decision to participate as a volunteer in a clinical trial?



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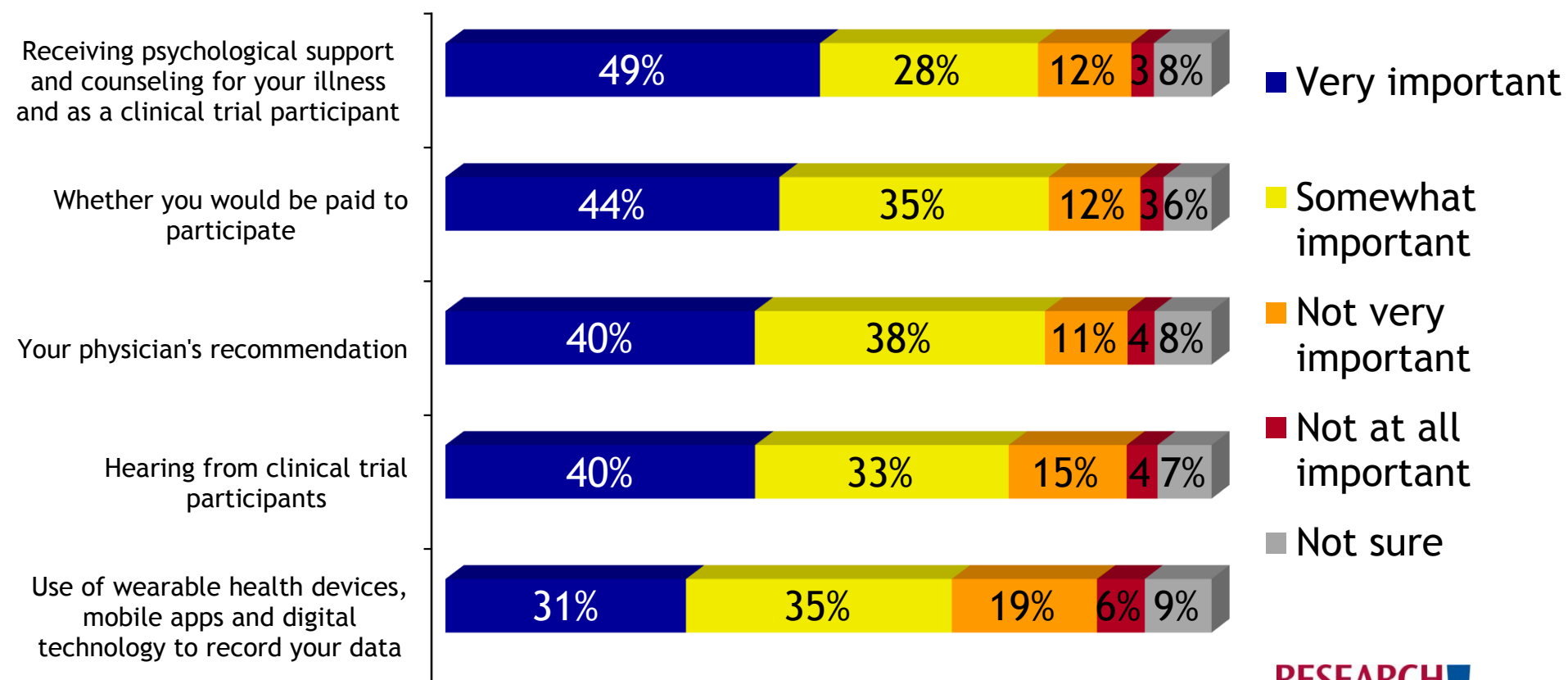
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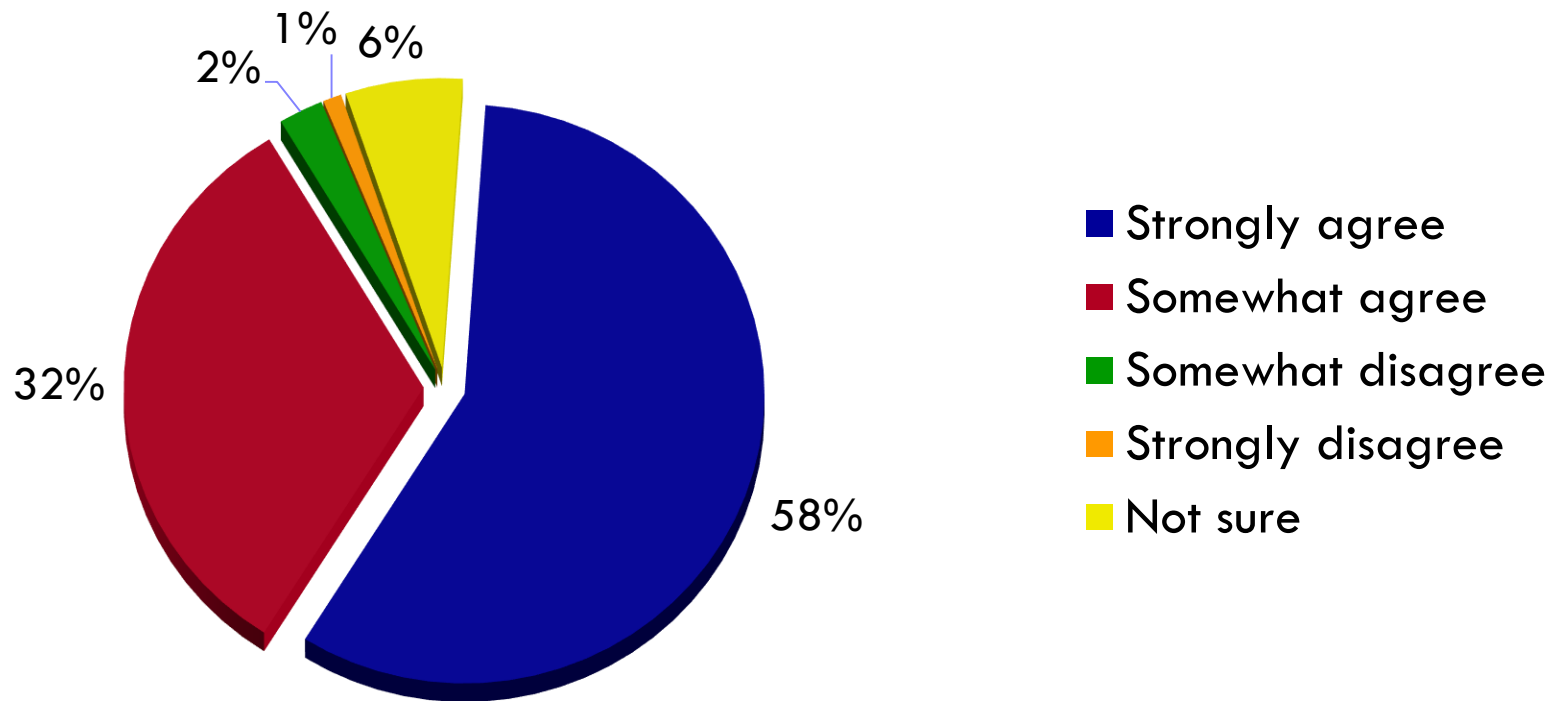
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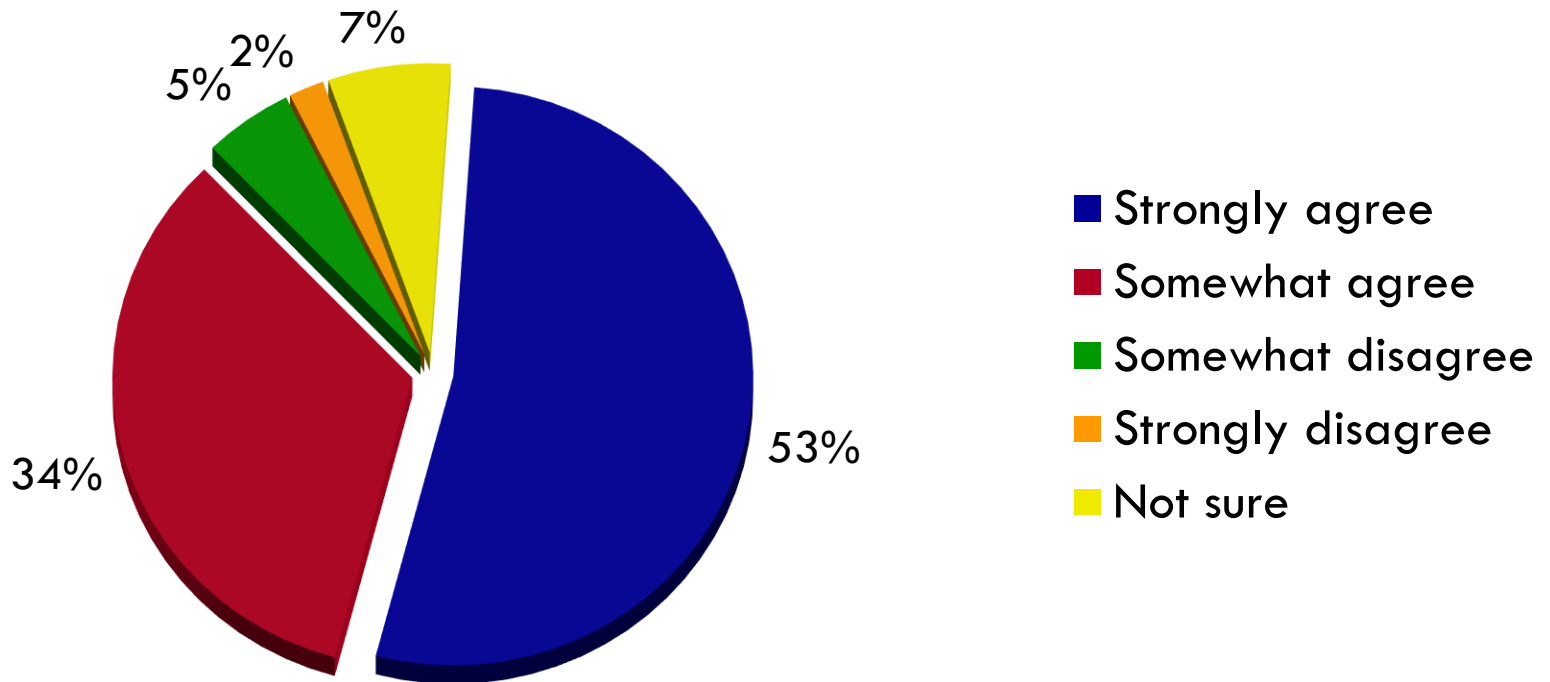
# Strong Majority Agree Clinical Trials are Important to Advancing Science

Do you agree or disagree that clinical trials are important to advancing science?



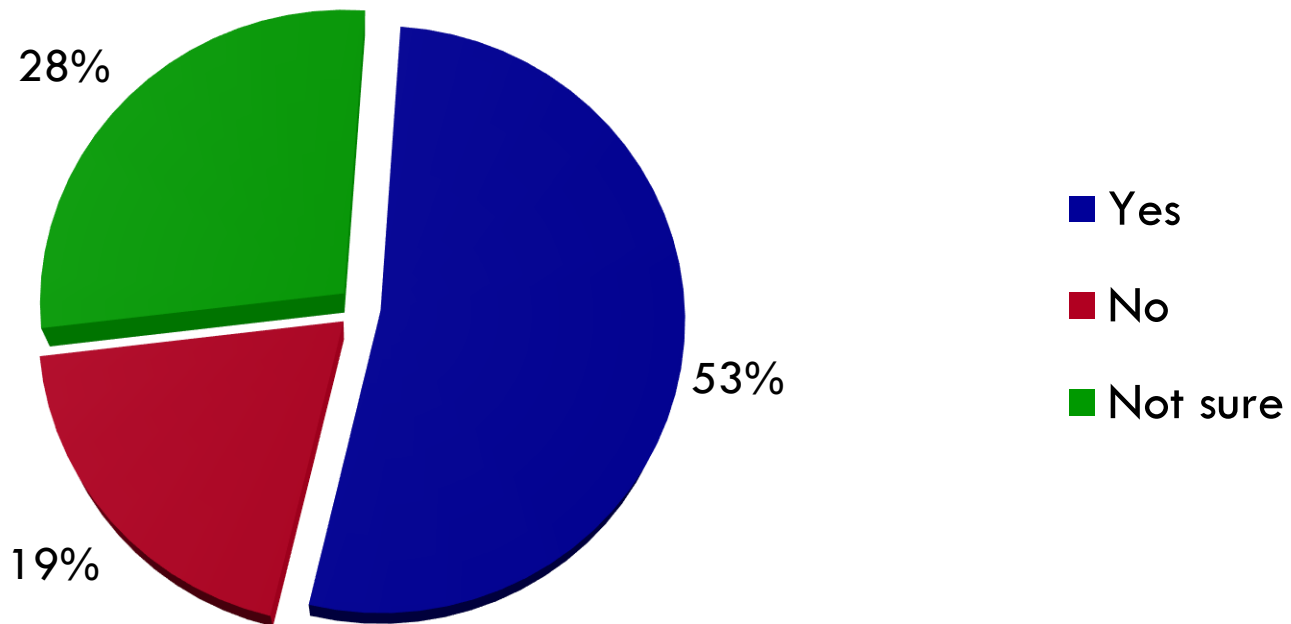
# Strong Majority Agree Clinical Trials are Important to Nation's Health

Do you agree or disagree that clinical trials are important to improving our nation's health?



# More than Half Support Tax Incentives to Conduct Trials in the U.S.

Should the federal government provide tax incentives to companies to encourage them to conduct clinical trials in the U.S. rather than in other countries?





# Differing Views on Medications Tested in Other Countries

How concerned are you that most medications approved by the FDA for use in America are tested in patients in other countries as well as in the U.S.?

