

GREENBERG QUINLAN ROSNER RESEARCH

PUBLIC OPINION STRATEGIES



January 12, 2011

Council for American Medical Innovation

National Survey Results





The Survey

This survey was conducted by Greenberg Quinlan Rosner Research in conjunction with Public Opinion Strategies for the Council for American Medical Innovation.

These findings are based on a national omnibus telephone survey of 1,009 adults ages 18 and over. The survey was conducted January 6-10, 2011. The results are subject to a margin of error of +/-3.1 percentage points at the 95 percent confidence level.

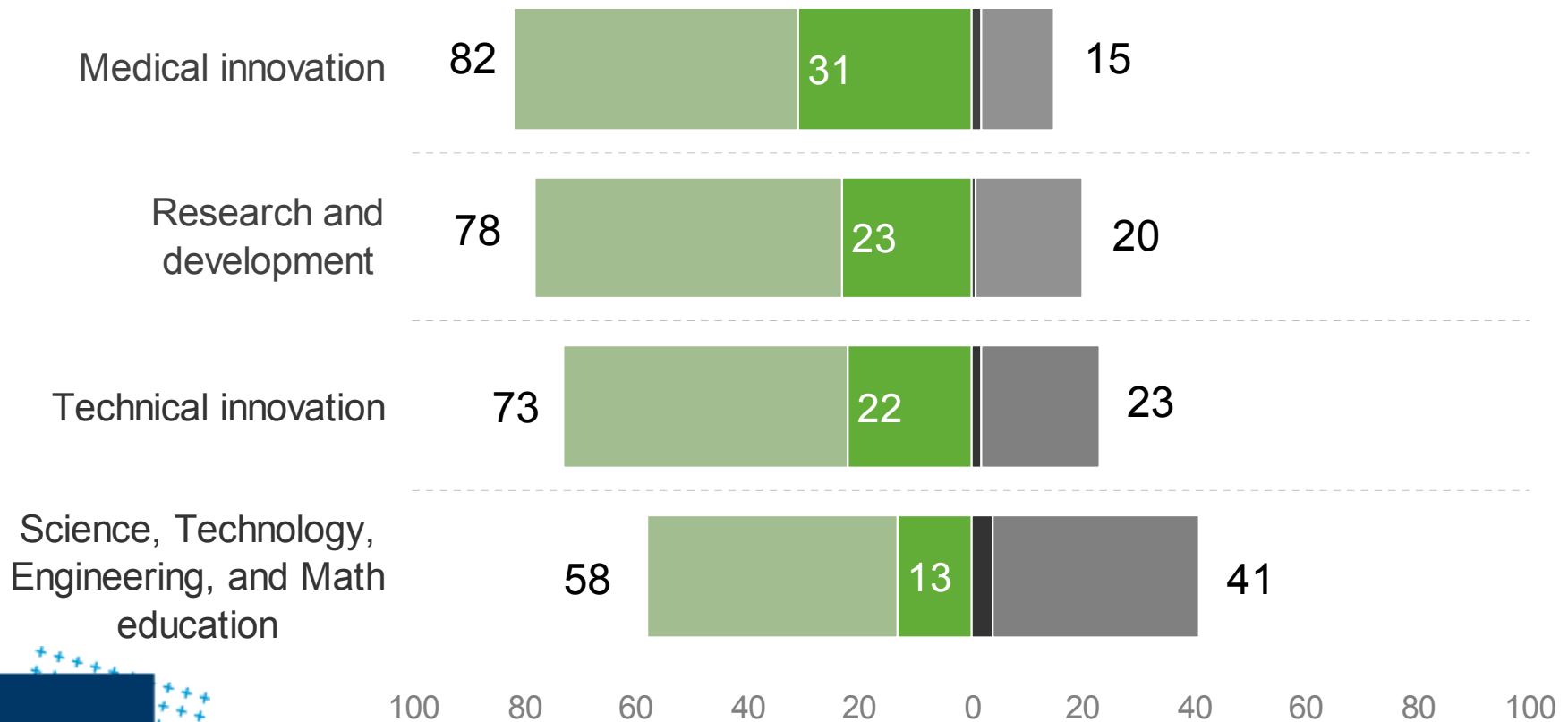




Comparison of U.S.'s Global Position on Research and Innovation

Now, let's compare the United States to Japan, England, Germany, China, India, and other major countries in the world on a number of factors. Would you say that the United States is very strong, strong, weak, or very weak compared to other countries in the following areas

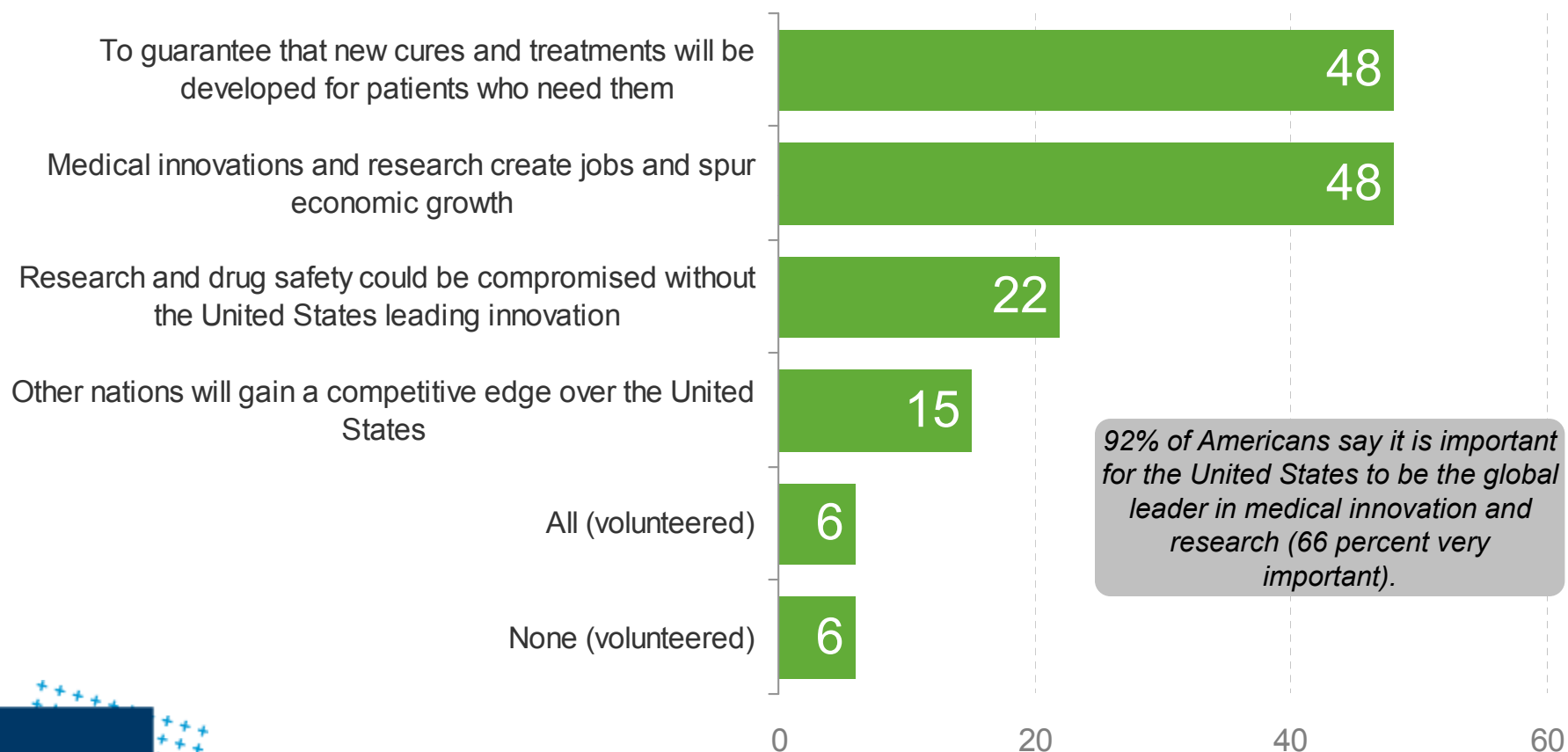
Very strong Strong Very weak Weak





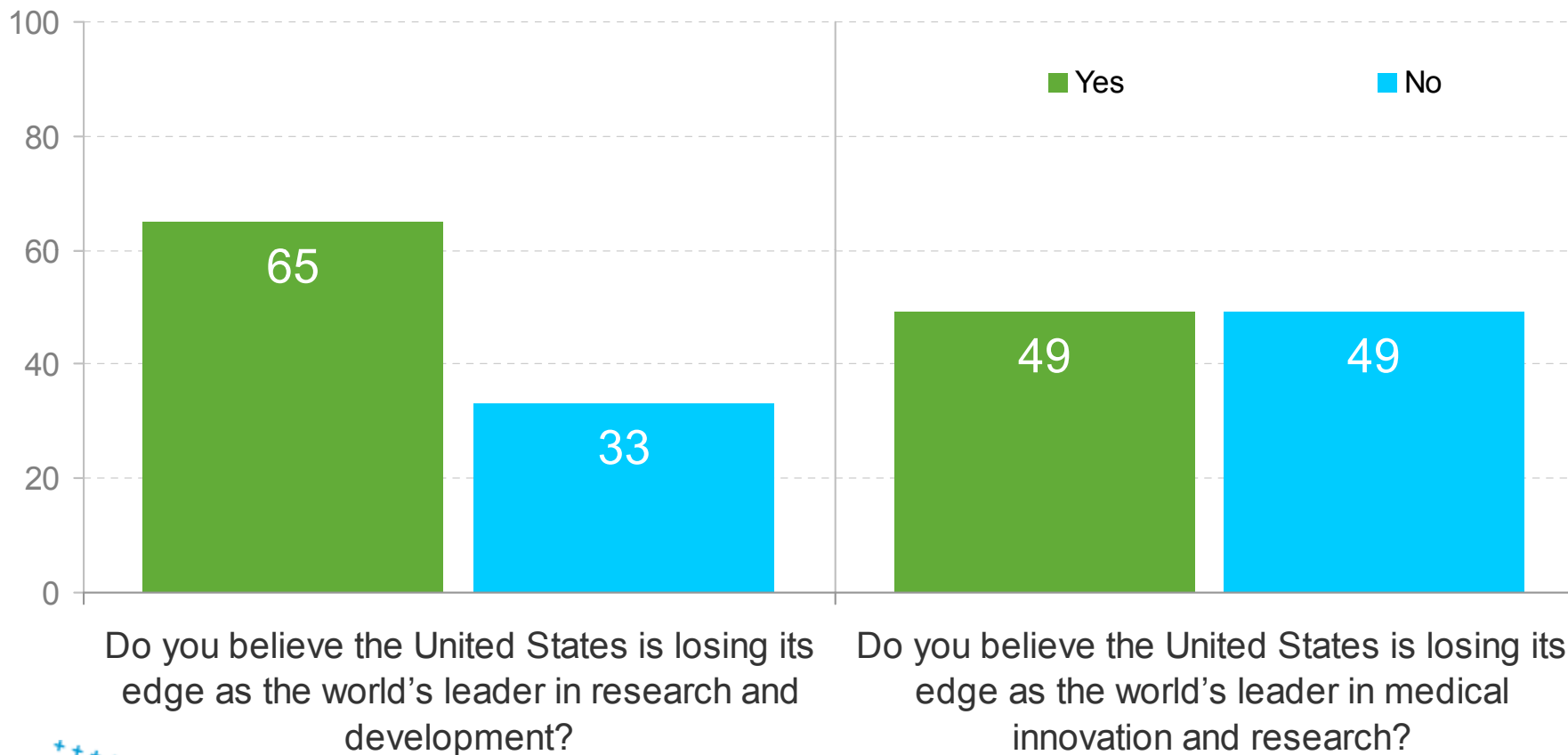
Jobs and Cures are Top Reasons for U.S. Leadership on Innovation

(Among those who say it U.S. Leadership is important) What are the one or two reasons why you think it is important for the United States to be a global leader in medical innovation and research? (Up to two responses allowed)





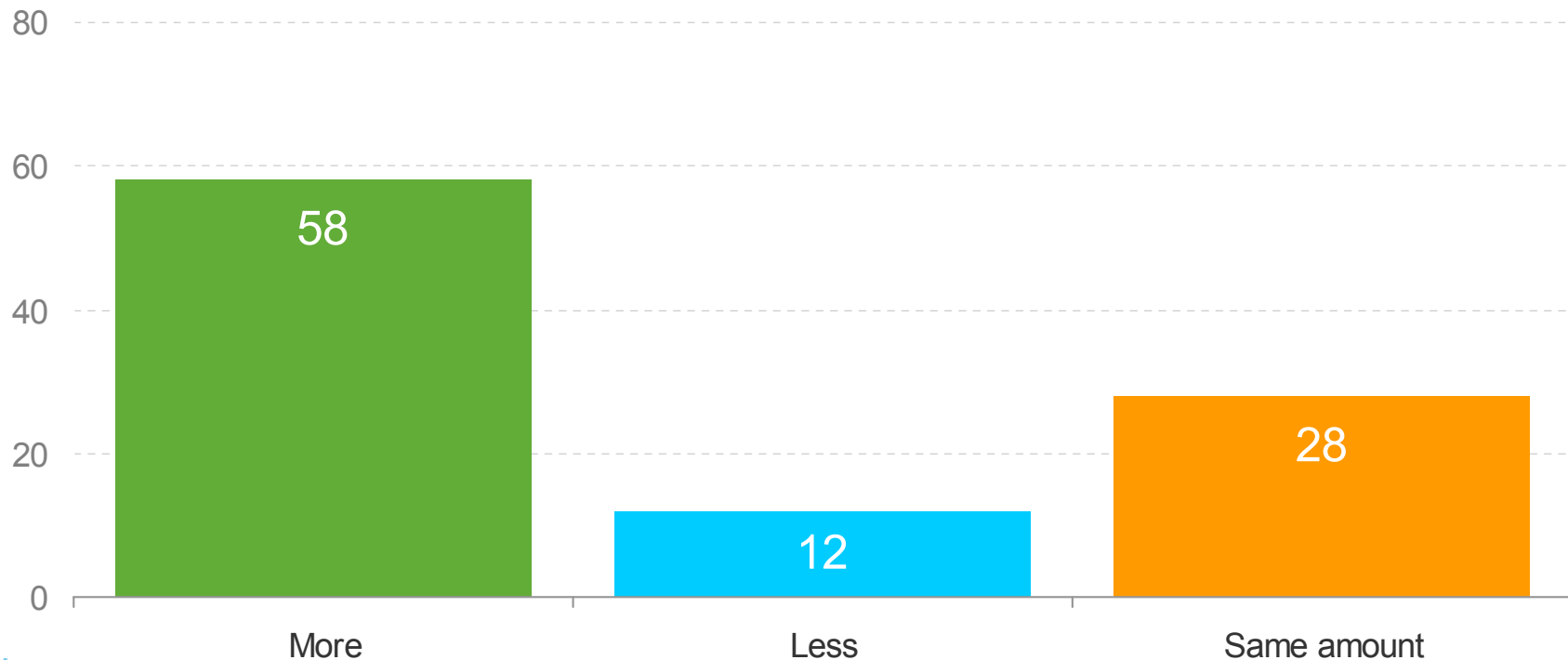
Americans Split on Whether the U.S. is Losing Its Edge on Medical Research and Innovation





More than Half Favor Spending More on Medical Innovation and Research

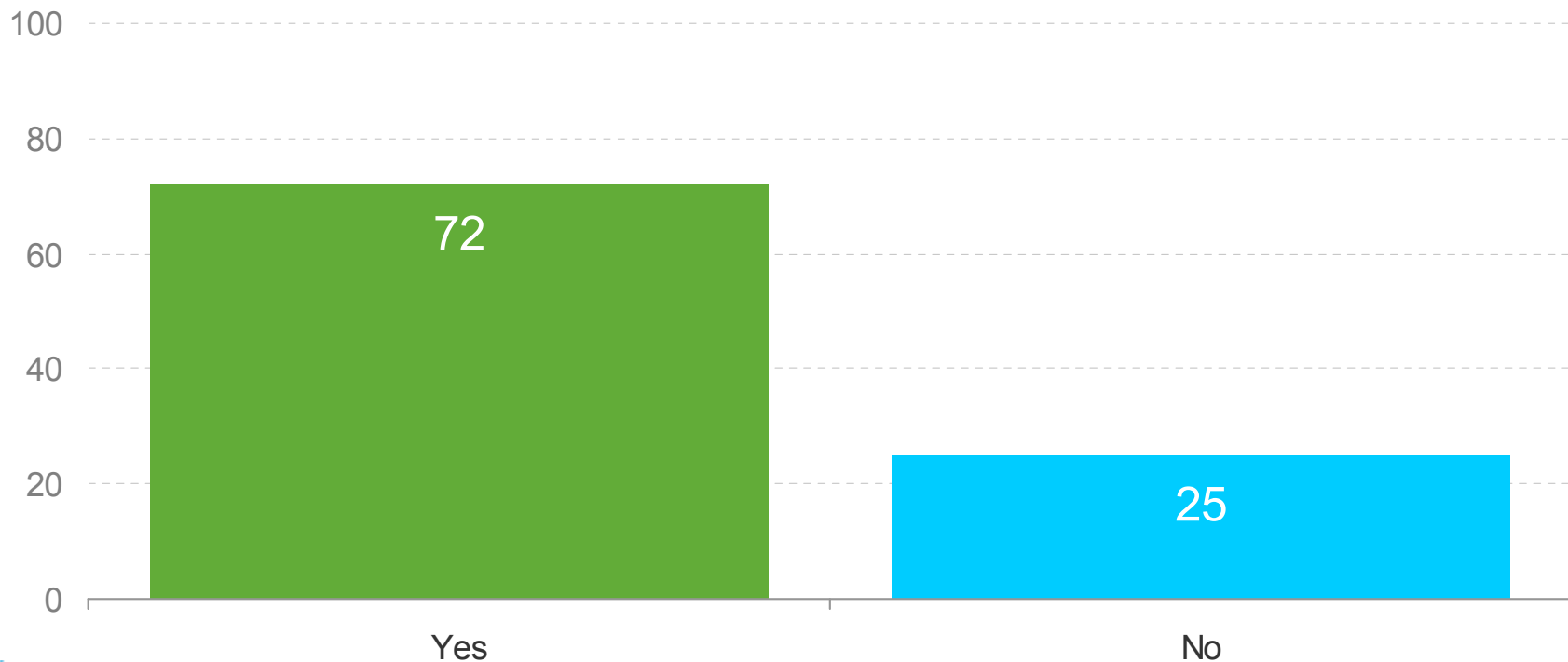
In thinking about the need to address health problems including cancer and Alzheimer's disease, do you think the United States federal government should spend more, less, or the same amount on medical innovation and research?





Americans See Significant Long-term Impact if the U.S. Fails to Spend More on Medical Innovation and Research

And, if the United States fails to spend more on medical innovation and research do you think this will have a significant long-term impact on Americans' quality of life, employment and economic growth?





Two-thirds of Americans Say Medical Innovation Will Lower Health Care Costs

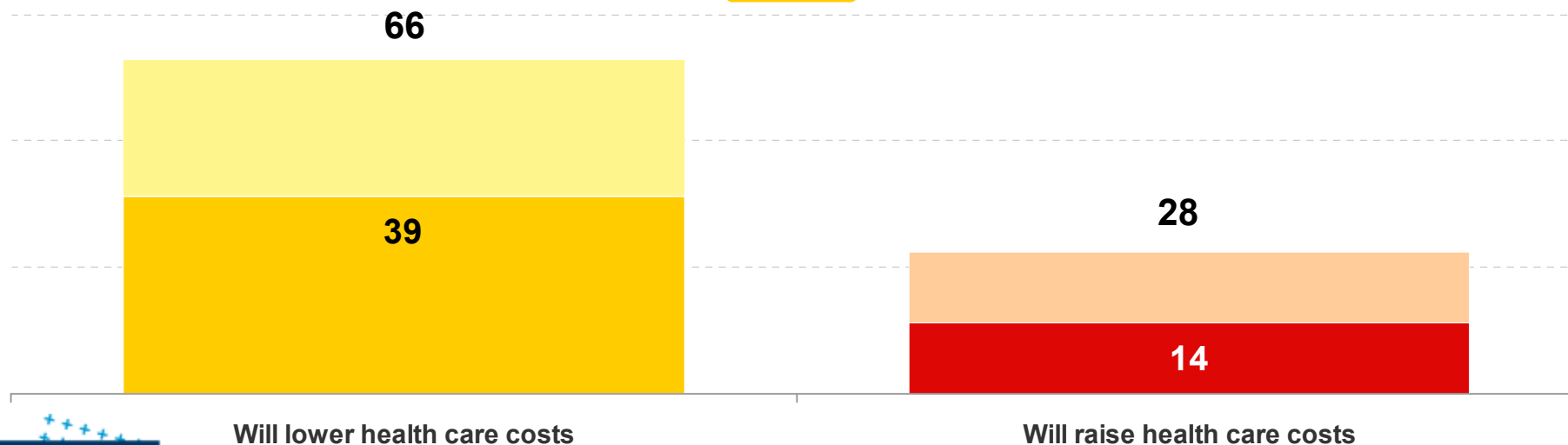
First Statement: Investing in medical innovation and research in the United States to help prevent and cure diseases will ultimately lower overall health care costs.

Second Statement: Investing in medical innovation and research in the United States to help prevent and cure diseases will ultimately raise overall health care costs.

■ First statement strongly

■ Second statement strongly

+38

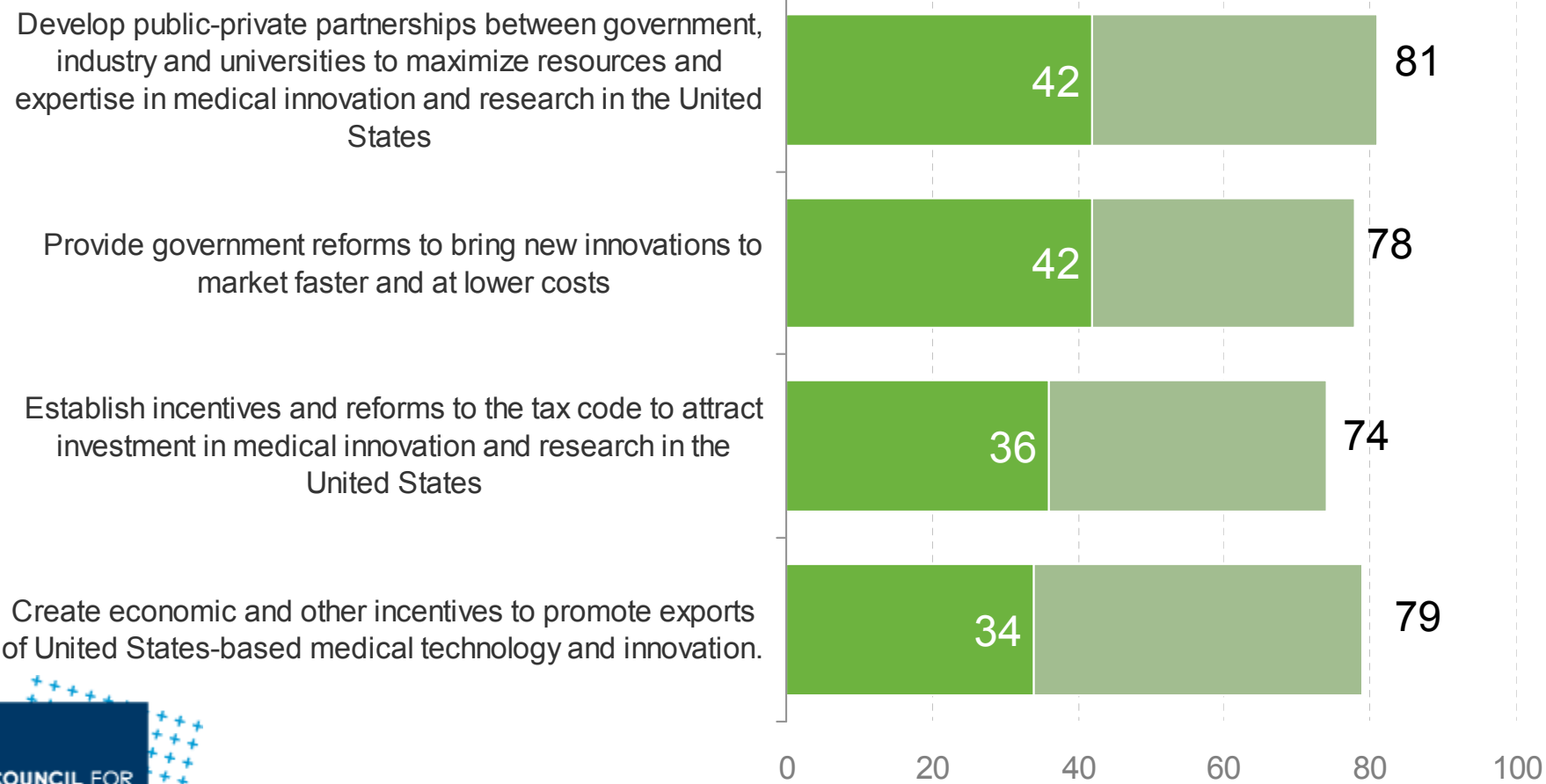




Proposals on Increasing Investment in Medical Innovation Receive Strong Support

I am going to read you some things Congress is considering as a way to support and promote greater investment in medical innovation and research in the United States. Please tell me whether you favor or oppose each.

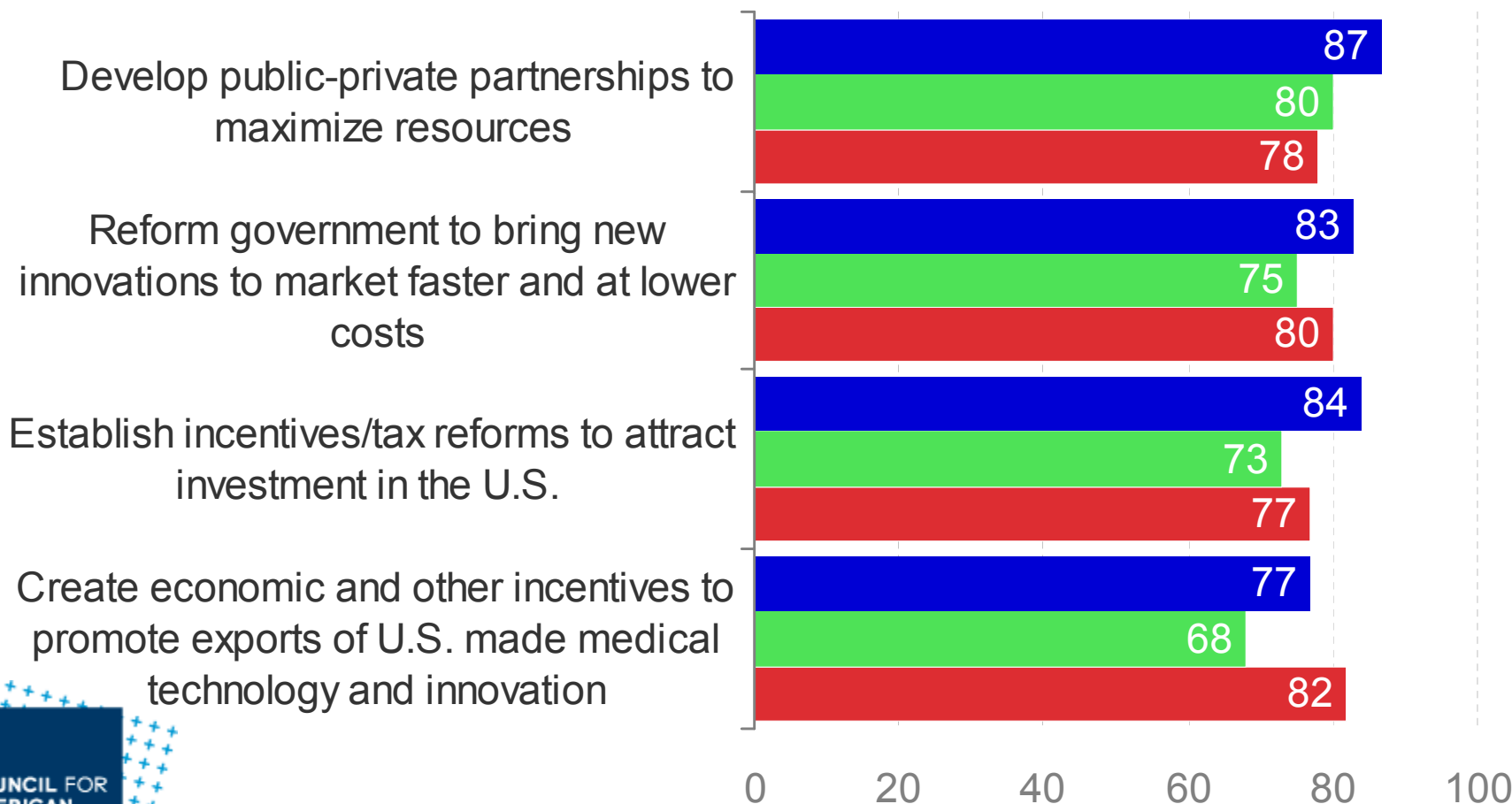
■ Strongly favor ■ Somewhat favor





Support for Proposals on Innovation Cross Political Lines

■ Republican ■ Independent ■ Democrat



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*Displaying total percent favor

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