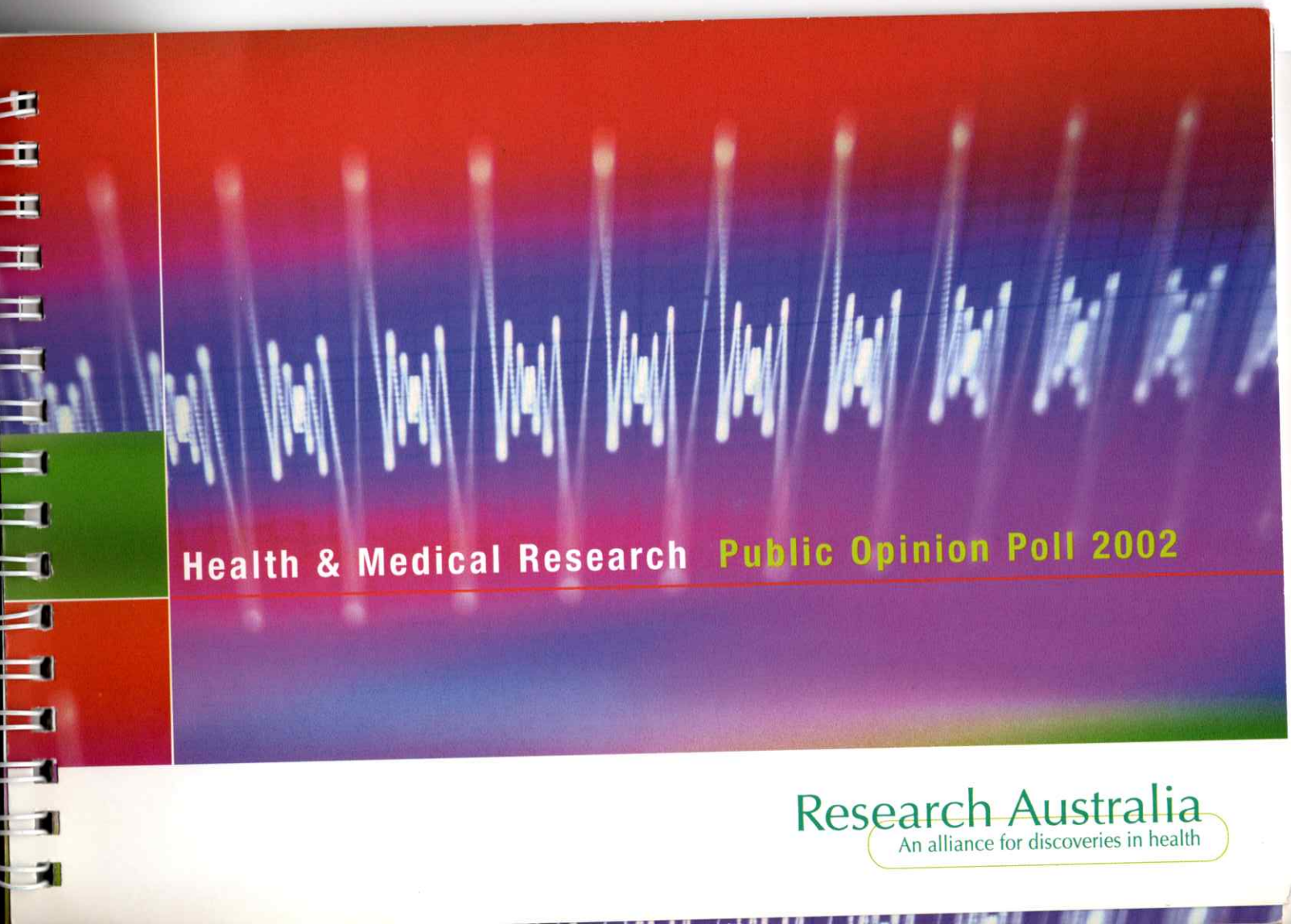


Research Australia

An alliance for discoveries in health

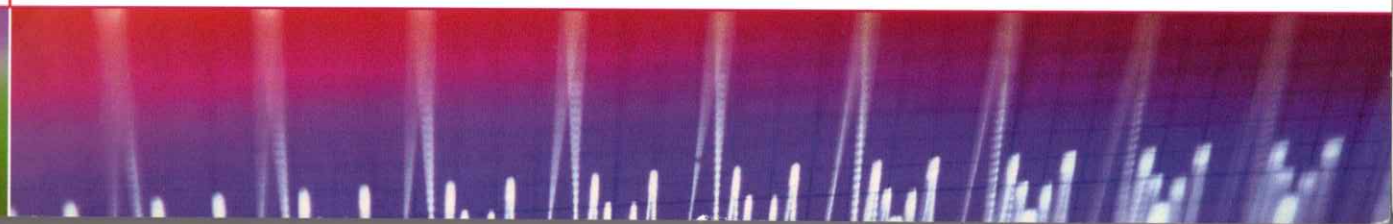
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FOREWORD

Research Australia's mission is to make health and medical research a higher national priority.

Research Australia is a national non-profit organisation raising the level of awareness and understanding of the general community to the benefits of health and medical research. A strong health and medical research sector will improve our quality of life and deliver economic and social returns.

Together with our alliance partners, we are taking the message about the benefits of health and medical research into every household and workplace. We work in collaboration with existing industry-based groups, voluntary health organisations, the media, universities and research institutes, community and patient support groups and researchers.

Research Australia covers the spectrum of health and medical research including public and population health, preventative and clinical research and basic biological research.

Research Australia's goals are to:

- facilitate the advancement of health and medical research to benefit consumers;
- motivate the public, the business community and all levels of government to actively support health and medical research;
- achieve greater public, private and philanthropic investment in health and medical research in order to maximise scientific opportunity and meet public expectations about improved health status;
- inform the public about the benefits of health and medical research and about the people and organisations that perform research;
- promote and empower more active involvement by individual members of the research community in public awareness of health and medical research.

The organisation is funded by memberships, donations and sponsorships. While it has received public recognition from the Prime Minister, it does not receive funding from Government. Research Australia does *not* raise funds for redistribution as research grants to the sector.

Public Opinion Polling

Research Australia regards informed community debate about health and medical research as essential to promoting public understanding of and support for the pioneering work being undertaken in Australia's leading research organisations.

We aim to play an ongoing leadership role in providing members and others with an interest in the sector, with the information they need to forge positive community links. Consumer research, through public opinion polling, is one of a number of Research Australia initiatives aimed at strengthening these links.

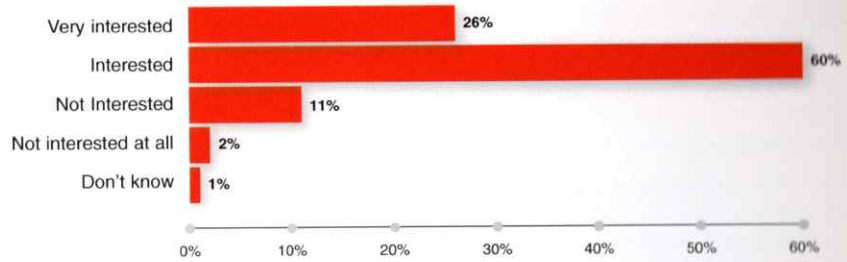
This first round of public opinion polling is intended to establish some baseline knowledge about current public perceptions of health and medical research, which can be used to measure changes in public awareness and attitudes over time.

Research Australia's activities are dependent on memberships, donations and sponsorships, so we thank all our supporters for their ongoing commitment.

INTEREST IN HEALTH & MEDICAL RESEARCH

Question | **How interested are you in health & medical research?**

Level of Interest in Health & Medical Research



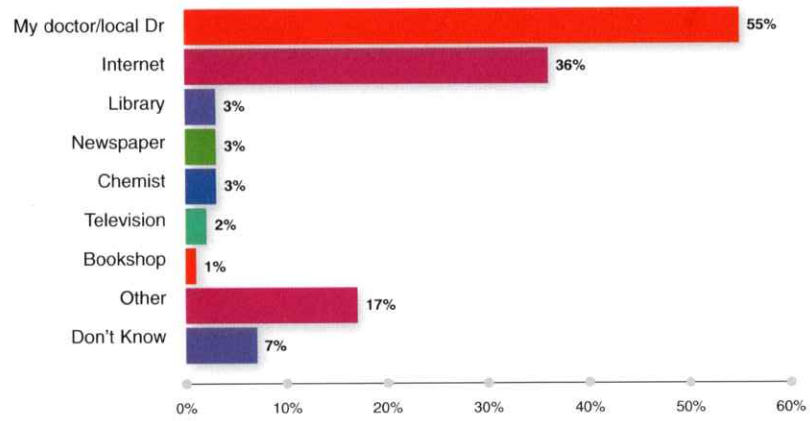
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Community interest in health and medical research is high, with most respondents (86%) stating that they are either interested or very interested in research.

SOURCES OF LATEST MEDICAL INFORMATION

Question 1 **If you wanted to find out the latest medical treatments and ideas being trialed, as distinct from the current treatments, where would you look, or who would you talk to? You can nominate more than one source of information.**

Information Sources about Latest Medical Treatments and Trials



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More than half the respondents identified doctors as the preferred source of information for the newest treatments available, with the internet also viewed as an important source.

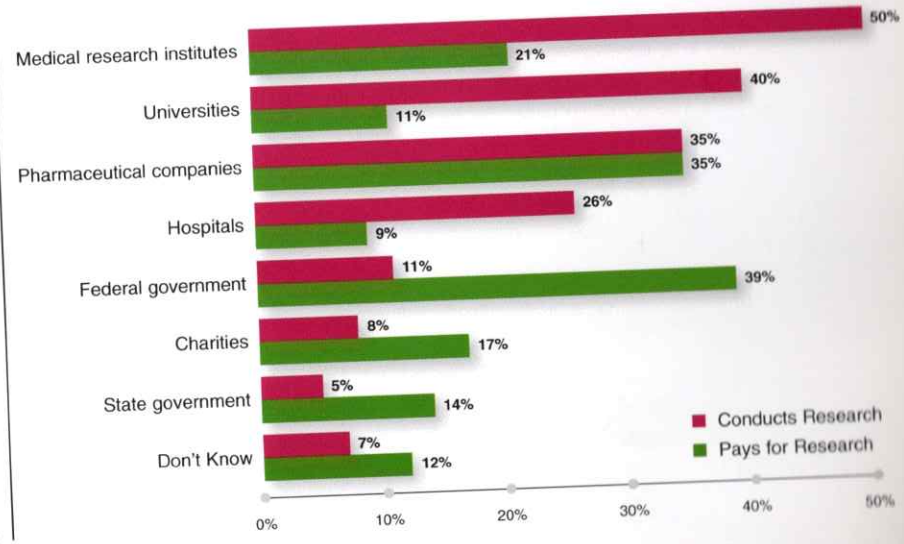
PERCEPTIONS ON WHO CONDUCTS AND WHO PAYS FOR MEDICAL RESEARCH

Questions | **In Australia, which one or more of the following types of organisations do you think conducts most of the health and medical research?**

In Australia, which one or more of the following organisations do you think pays for most health and medical research?

The graph shows the percentage of respondents who chose an organisation type.

Who Conducts vs. Who Pays for Medical Research



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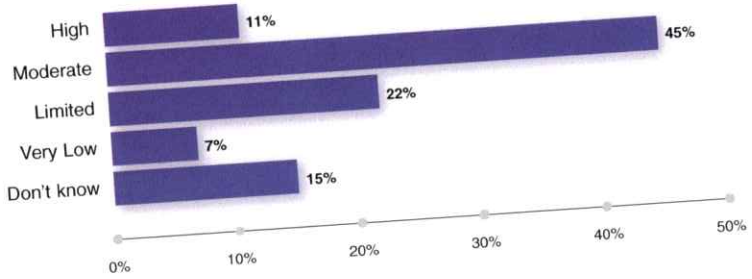
Medical research institutes and universities are believed to carry out the majority of research, but the Federal Government and pharmaceutical companies are considered to be the major funding bodies.

Unlike the other types of organisations, pharmaceutical companies are seen to bridge both funding and conduct of research, taking an equal role in funding and doing medical research.

COLLABORATION AMONG RESEARCHERS

Question | **To what extent do you think medical researchers work together and share information? Do you think their cooperation is high, moderate, limited or very low?**

Collaboration Among Researchers



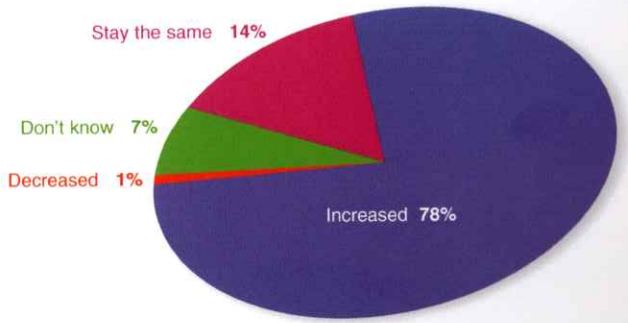
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56% of respondents consider collaboration would be high or moderate, while 29% consider it is probably low. 15% don't feel they are sufficiently informed to make a judgement about this matter.

SHOULD GOVERNMENT FUNDING BE INCREASED?

Question 1 **Thinking of all the things the government has to provide funding for, do you think the government funding for medical research should be increased, decreased or stay the same?**

Should Government Funding be Increased?



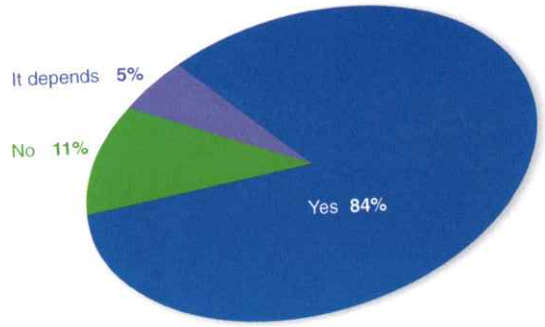
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Almost four out of five respondents believe Government funding should be increased. Only 1% think there is too much.

WILLINGNESS TO PAY

Question 1 **Would you be willing to pay $1 more for each prescription medicine if you knew that all the money would be spent on additional health and medical research?**

Willingness to Pay



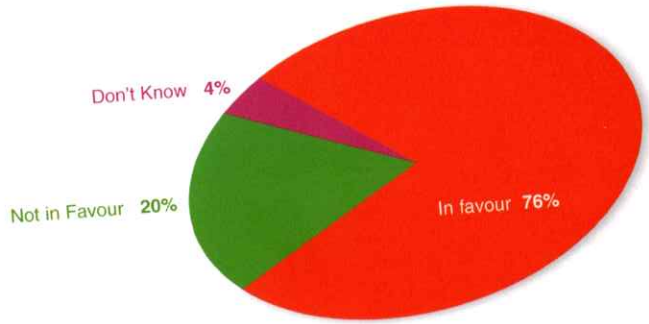
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A high proportion (84%) indicate they would be prepared to pay this premium to support health and medical research. This result is a strong response, given that support tends to decline when people are actually faced with direct personal costs.

SHOULD HEALTH INSURANCE FUNDS CONTRIBUTE TO RESEARCH?

Question 1 **It has been suggested that all health insurance funds could contribute a percentage of their funds to support medical research. Would you be in favour of this or not?**

Should Health Insurance Funds Contribute to Medical Research?



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Three out of four respondents supported this notion, while one in five respondents were not in favour.

WHICH IS MORE IMPORTANT - PREVENTION OR TREATMENT?

Question 1 **On a scale from 1 to 10, where 1 means of no importance and 10 means extremely important, how important do you think each of the following is:**
1] Research to cure or treat an existing illness or disease
2] Research to promote good health and prevent the onset of disease

Level of Importance	Research to Treat/Cure Illness	Research to Promote Good Health
Low importance 1-4	0%	2%
Somewhat important 5-7	14%	18%
Extremely important 8-10	85%	78%
Don't know	1%	2%

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Both types of research are considered of high importance, but overall, curative research is considered to be of slightly higher priority than preventative research.

Research Design

ACNielsen was commissioned by Research Australia to undertake a survey to assess community attitudes regarding health and medical research.

Results in this report are based on a sample of 1,025 interviews conducted nationwide with respondents aged 18 years and older.

Interviews were undertaken on the weekend of the 8-10th March 2002, on ACNielsen's Telephone Omnibus.

Details of Survey Sample

	SAMPLE		WEIGHTED TO 2002 POPULATION IN '000'S	
	No.	**%**	**No.**	**%**
Total Sample	**1025**	**100**	**14905**	**100**
Sex				
Males	509	50	7356	49
Females	516	50	7549	51
Age Groups				
18-24 years	168	16	1912	13
25-39 years	310	30	4448	30
40-54 years	281	27	4170	28
55 years +	266	26	4375	29

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