



Medical Discovery Research Findings

PREPARED BY
PURPLE STRATEGIES

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Methodology

Purple Insights conducted 800 telephone interviews of Battleground State Voters between May 31 and June 5, 2016.

Respondents were randomly selected from a voter file.

- Sixty-four percent (64%) of the interviews were completed with voters on landline
- 36% were completed with voters on their cell phones

The margin of error is +/-3.5%.

FOR THE PURPOSE OF THIS STUDY, BATTLEGROUND STATES INCLUDE:

Nevada	Florida
Colorado	North Carolina
New Mexico	Virginia
Minnesota	Ohio
Iowa	Pennsylvania
Wisconsin	New Hampshire

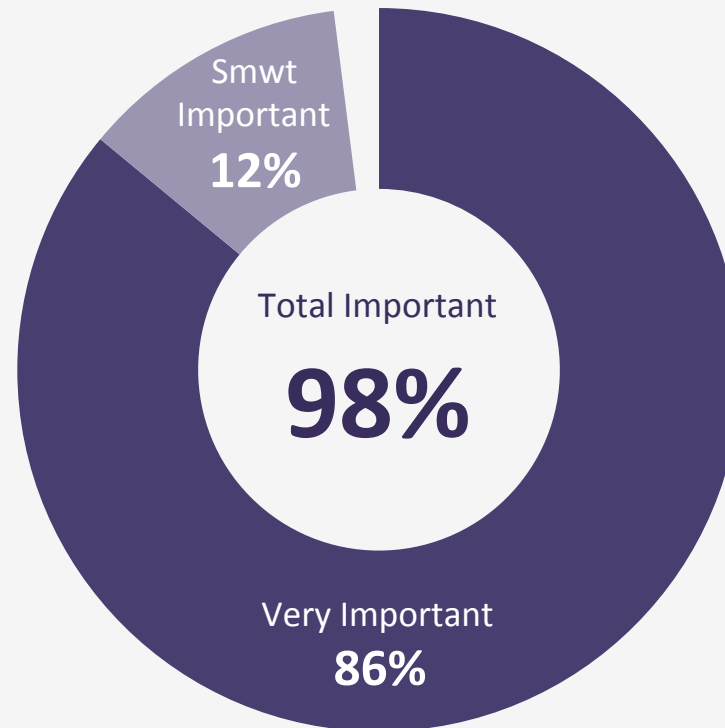
Key Findings

- ⦿ **Battleground State voters are nearly unanimous in recognizing the importance of American medical discovery**
- ⦿ **These voters understand the benefits that medical discoveries provide both for patients and the country**
- ⦿ **Battleground State voters believe policies that support medical discovery should be a priority for lawmakers and candidates for Congress.**
- ⦿ **There is strong support among Battleground State voters for policy proposals that enhance medical discovery in America**
- ⦿ **Battleground State voters overwhelmingly support developing public-private partnerships to encourage medical discovery, and understand that advancements come from the combined efforts of the private sector, academic institutions and government agencies**

Battleground State voters are nearly unanimous in recognizing the importance of American medical discovery

How important is it to you that the U.S. continue to develop medical discoveries that provide treatments and cures for diseases? Is it very important, somewhat important, not too important or not at all important to you?

BATTLEGROUND STATE VOTERS



These voters understand the benefits that medical discoveries provide, both for patients and the country

Now I'm going to list some benefits that medical discoveries could have for [OUR COUNTRY/PATIENTS]. After each, please tell me whether you strongly agree, somewhat agree, somewhat disagree, strongly disagree that the efforts to discover new treatments and cures could achieve that benefit.

Benefits for OUR COUNTRY

Medical discoveries can improve the overall quality of health care in the U.S.	95% Agree	79
Medical discoveries can help the U.S. maintain its competitive edge in science and scientific discovery	94% Agree	74
Medical discoveries can boost American productivity by helping create a healthy workforce	93% Agree	69
Medical discoveries can strengthen the health care system by reducing costs such as those associated with hospitalizations and nursing home stays	90% Agree	66
Medical discoveries can help improve the U.S. economy by creating and sustaining high-paying jobs that help advance new discoveries	90% Agree	63

Benefits for PATIENTS

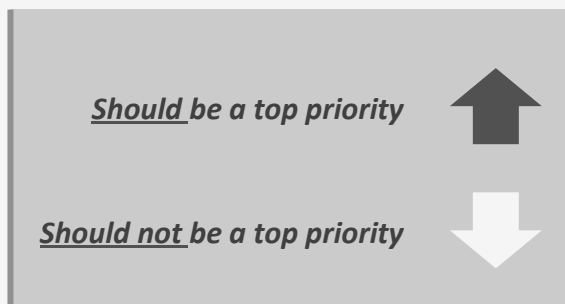
Medical discoveries can improve the quality of life for patients and their families	98% Agree	81
Medical discoveries can help patients have greater independence, return to work and enjoy daily activities	96% Agree	75
Medical discoveries can help patients by preventing disease in the first place	94% Agree	75
Medical discoveries have the potential to deliver progress for diseases that don't yet have treatments	95% Agree	74
Medical discoveries can allow people with diseases to stay at home instead of being in the hospital	90% Agree	62

*Darker shading="strongly agree"

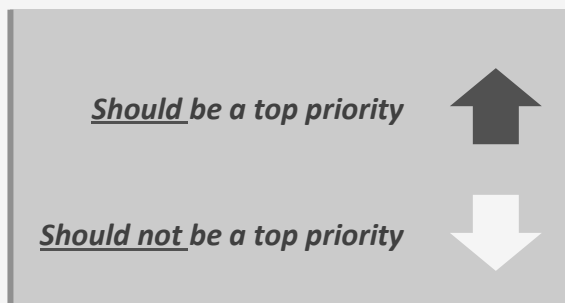
Battleground State voters think policies that support new medical discoveries should be a priority for lawmakers and candidates for Congress

BATTLEGROUND STATE VOTERS

Regardless of who wins the presidential election in November, do you think that policies that will foster the development of new treatments and cures should or should not be a priority for the next president in their first 100 days in office?



Do you think that policies that will foster the development of new treatments and cures for diseases should or should not be a top priority for your Member of Congress and candidates for Congress?



There is strong support among Battleground State voters for policy proposals that enhance medical discovery

Develop and inspire the scientists of the future and improve the quality of science, technology, engineering and math education in our elementary and high schools

Sustain public and private sector funding that helps lead to new treatments and cures

Modernize the Food and Drug Administration, or FDA, to keep pace with new medical discoveries and the needs of patients

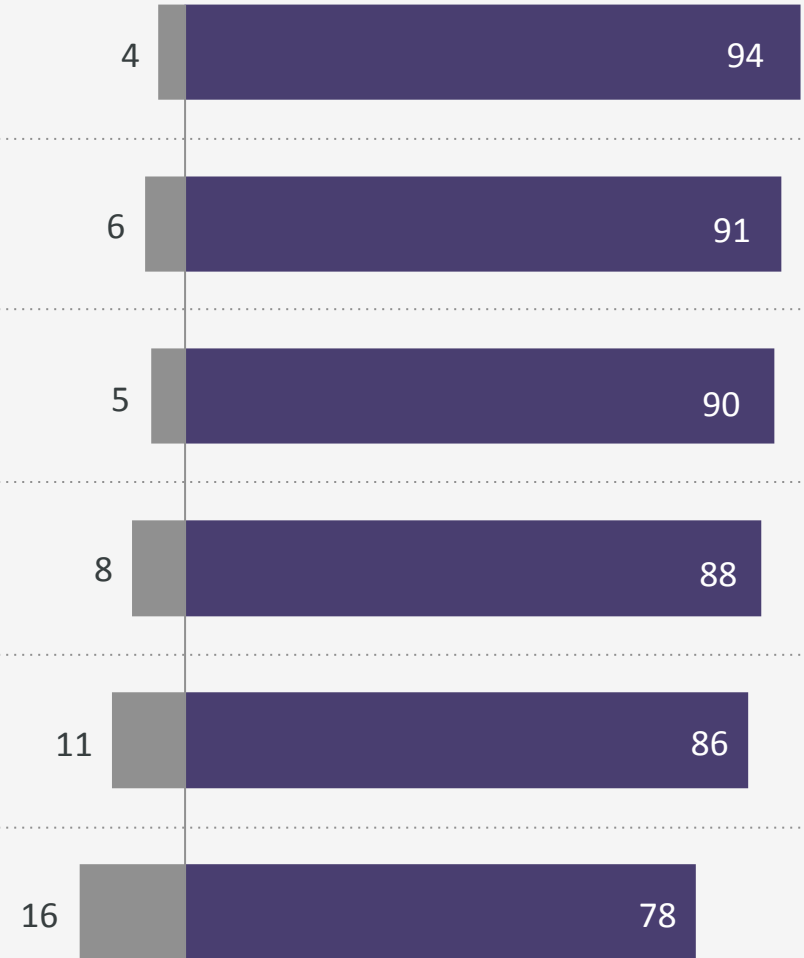
Facilitate new research and development partnerships between private industry, universities, and government

Assure that Medicare and other health plans, including Obamacare, cover new treatments and cures

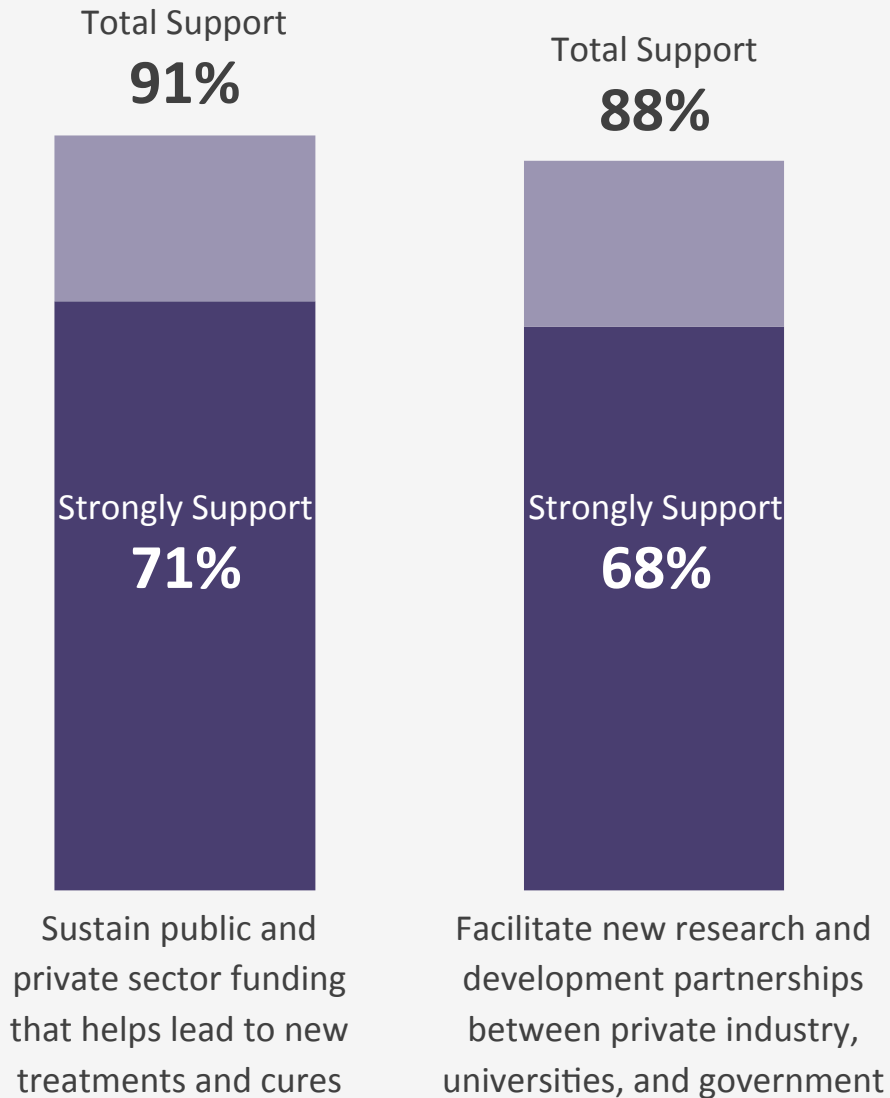
Prevent countries, like China, India, and Russia, from stealing America's intellectual property rights, including medical discoveries

BATTLGROUND STATE VOTERS

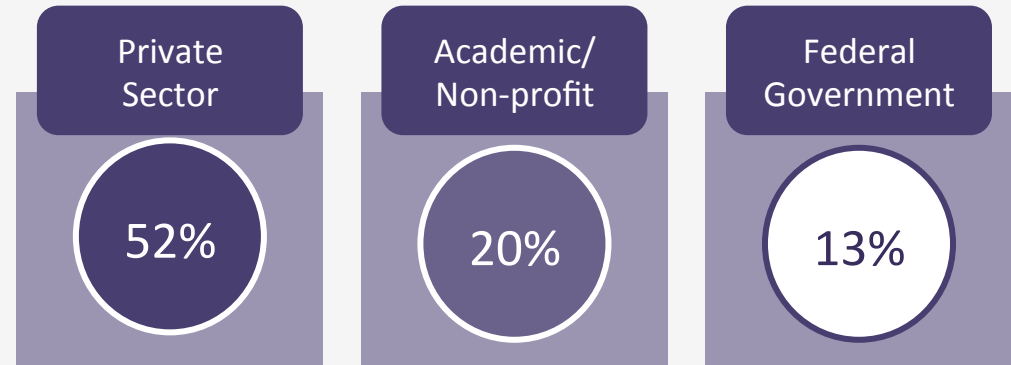
Oppose Support



Battleground State voters strongly support developing public-private partnerships and collaboration is expected



As far as you know, which of the following invests the most in medical discovery?



And thinking again about those same organizations and institutions, which is the most important for discovering and producing new treatments and cures?

