

ACT-AD

Findings from a survey of 1,000 likely voters with oversamples in California, Connecticut and Michigan

July 13, 2009



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AMERICANVIEWPOINT



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Methodology



Survey Methodology

Lake Research Partners and American Viewpoint designed and administered this survey, which was conducted by phone using professional interviewers. The survey reached a total of 2,600 likely voters. The survey was comprised of a base sample of 1,000 likely voters nationwide, oversamples of 600 likely California voters, 500 likely Connecticut voters and 500 likely Michigan voters. In the combined totals, respondents in the California, Connecticut and Michigan oversamples were weighted down to reflect their actual proportion in the population. The survey was conducted from June 3 – 14, 2009.

Telephone numbers were drawn from a random digit dialing (RDD) sample. Data were weighted slightly by gender, party identification, age, education, and region to reflect the attributes of this universe. The margin of error for the full sample is +/-1.9%, the margin of error for the California oversample is +/-4.0%, the margin of error for the Connecticut and Michigan oversamples is +/-4.4%.

In interpreting survey results, all sample surveys are subject to possible sampling error; that is, the results of a survey may differ from those that would be obtained if the entire population were interviewed. The size of the sampling error depends upon both the total number of respondents in the survey and the percentage distribution of responses to a particular question. For example, if 50% of respondents in the total sample answered "yes" to a particular question, we can be 95% confident that the true percentage will fall within +/-1.9 percentage points of this percentage or between 48.1% and 51.9%.



Strategic Summary



Strategic Summary

Familiarity with Alzheimer's Disease

- **While voters tend to have limited knowledge about Alzheimer's disease, about half of the electorate reports knowing someone with Alzheimer's.**
- Voters who are involved with the care of their parents or other elderly relatives – either paying for care, providing care and/or managing care – are more likely to say they know someone with Alzheimer's disease or report that someone in their family has had Alzheimer's disease (know someone with AD – helping to pay: 63 percent know someone; helping to provide care: 62 percent; helping to manage care*: 59 percent; yes to all: 66 percent/someone in family had AD – helping to pay: 56 percent know someone; helping to provide care: 53 percent; helping to manage care*: 59 percent; yes to all: 59 percent).
- **There is a need for education around the disease – less than a quarter of voters say they are extremely well informed or know a great deal about the disease.** Nationwide, less than one in six say they are extremely well informed about the disease. Voters in California, Connecticut and Michigan prove similar in evaluating their own knowledge. They are more likely to say they know a great deal about Alzheimer's disease, but still only 22 percent of voters across the country describe their knowledge in these terms. Connecticut voters express the most intensity around their grasp of their disease, but still less than a third think they know a great deal.
- **Three-quarters of voters say it is personally important to both find a cure for and prevent Alzheimer's disease, with over a third saying it is extremely important.** Intensity and overall importance are similar for finding a cure and prevention and are greatest among those who know someone with Alzheimer's or have had a family member with the disease.
 - Women, especially older women, are more likely than men to think finding a cure is extremely important.
 - While younger women are twice as likely as their male counterpart to say that preventing Alzheimer's is extremely important, older men show more intensity here than women 50 and up.
- The cost of caring for Alzheimer's is significant to the majority of voters. **Most voters – nationwide and also in the three oversampled states – are not confident about covering the cost of care if they were diagnosed with Alzheimer's disease.** Over a third of the national electorate and forty percent of Michigan and Connecticut voters say they are not confident at all.

* Small n size



Strategic Summary

Research on Alzheimer's Disease

- **Voters believe there is too little research on Alzheimer's disease, but there is also a considerable minority – about one in five – who say they do not know if there is too much, too little, or about the right amount of research on the disease.** A plurality to a majority of all subgroups say there is too little research.
 - Less than ten percent of any subgroup believes there is too much research.
 - **In California, Connecticut, Michigan, and across the country, there is a diverse constituency who believes there is too little research on Alzheimer's.**
- **Even without hearing facts on the disease, over three-quarters of voters think Congress should make speeding up the FDA review process for therapies that will potentially slow, halt or reverse the progress of Alzheimer's disease a national priority.** Relative priority does not vary when voters are asked whether this issue should be a national priority OR a national health priority. They continue to rate this as a national priority at the end of the survey.
- Further, voters do not need additional facts or statistics to support the government urging the FDA to speed up the FDA's review process for Alzheimer's treatments.
 - Initially and also at the end of the survey, two-thirds say they strongly favor this action.
- **Although voters do not need additional information to support speeding up the review process of Alzheimer's treatments, they find facts about the disease compelling.**
 - The frequency of a new Alzheimer's diagnosis and the prevalence of the disease tend to stand out slightly more to voters than the costs of the disease.
 - While all of the facts resonate with the majority of voters nationwide and in the three oversampled states, the frequency of diagnosis is particularly salient to voters in Connecticut.



Strategic Summary

Assessing the FDA's Review Process for Alzheimer's Treatments

- **In an engaged debate, voters side with speeding up the review process for Alzheimer's treatments and letting patients, their doctors and families make decisions.** This proves true across all subgroups of the electorate.
 - Even the majority of voters who do not have a personal connection to Alzheimer's believe the time has come to speed up the review process for Alzheimer's treatments.
 - The opposition argument, which emphasizes ensuring safety and the possibility of treatments taking longer to reach the public, resonates with about one in five voters nationwide and in Michigan.
 - Voters in Connecticut and California are more likely than those in Michigan to support the opposition statement but still the vast majority of voters in all three states side with speeding up the review process.
- **When asked to assess three different approaches to reviewing Alzheimer's drugs – fast-tracking their status similar to other life-threatening diseases, making all treatments available and letting patients and doctors decide about risks and benefits or the FDA continuing with its current procedures – only a minority support the FDA's status quo.**
 - Nationwide, a plurality believes all Alzheimer's treatments should be made available, and another 28 percent say the drugs should be fast-tracked.
 - Though language about the status quo and ensuring treatments are "completely safe" or "risk free" resonates similarly among voters nationwide and in California, there are some differences among those in the other two states. Connecticut voters prove slightly more responsive to "risk-free," although they continue to believe the decision should be left to patients. Michigan voters prove slightly more responsive to "completely safe," but again agree with letting patients and their doctors decide on treatments.



Strategic Summary

Evaluating Alzheimer's Policies and Proposals

- **Voters support a range of policies and proposals related to Alzheimer's disease.**
 - Over two-thirds strongly favor tax deductions for long term care insurance and allowing parents under 65 who have been diagnosed with Alzheimer's disease to be claimed by their children as dependents to qualify for health insurance. Intensity of support proves similar in all three oversampled states.
 - More than half of voters strongly support providing tax incentives to caregivers who provide care to their parents diagnosed with Alzheimer's disease and requiring doctors to use electronic medical records to improve care coordination.
- **A proposal to expand Medicare coverage to include Alzheimer's therapies and services in non-traditional settings is also well-received.** While voters nationwide, in Connecticut and Michigan do not need information about what this proposal would accomplish, adding language about how the proposal reduces the number of visits to a hospital or physician slightly increases intensity among voters in California.
- **There is support across party lines for the policies related to insurance, caregivers, electronic medical records, and expanding Medicare coverage to include treatments in non-traditional settings.**
- **Overall, voters are more likely to reward a candidate for a favorable position on urging the FDA to speed up their review process of Alzheimer's treatments than they are to punish a candidate for an unfavorable position on this issue.** However, intensity on both the rewarding and punishing sides proves similar, with over a third saying a candidate's position would either make them much more or much less likely to vote for the candidate. Roughly a quarter say it would not make a difference to their vote.



Dos and Don'ts



Dos

- Do talk about speeding up the FDA's review process for Alzheimer's treatments as a top national priority for Congress.
- Do talk about the need for additional research.
- Do discuss Alzheimer's research as both an effort to find a cure for the disease and to prevent it.
- Do emphasize the importance of letting patients, their doctors and their families be responsible for making decisions about treatments.
- Do contrast the review process of Alzheimer's drugs relative to other life-threatening illnesses.
- Do educate voters about Alzheimer's disease, including the frequency of diagnosis and the prevalence of the disease.
- Do advocate for expanding Medicare coverage to include Alzheimer's treatments in non-traditional settings. Additional language around how this would reduce the number of visits to a hospital or physician is not necessary.
- Do advocate for other policies that will help those with the disease – allowing parents under 65 who have been diagnosed with the disease to be claimed as dependents on their children's health insurance and allowing tax deductions for long term care insurance. Tax incentives for caregivers and electronic medical records can also be strong policy avenues as well.



Don'ts

- Do not resist giving voters more information about Alzheimer's disease as they tend to rate their personal knowledge of it quite low.
- Do not focus solely on the costs of care as voters already support speeding up the review of treatments without this information. Additionally facts around the magnitude of the problem tend to work slightly better than a cost focused fact.
- Do not exclude the needs and choices of patients or the recommendations of their doctors when advocating for speeding up the FDA's review process of Alzheimer's treatments.
- Do not talk about the need for drugs to be "risk-free" among voters in Connecticut but rather contrast treatments as being "completely safe" against making drugs available and letting patients and their doctors decide.
- Do not talk about the need for drugs to be "completely safe" among voters in Michigan but rather contrast treatments as being "risk-free" against making drugs available and letting patients and their doctors decide.



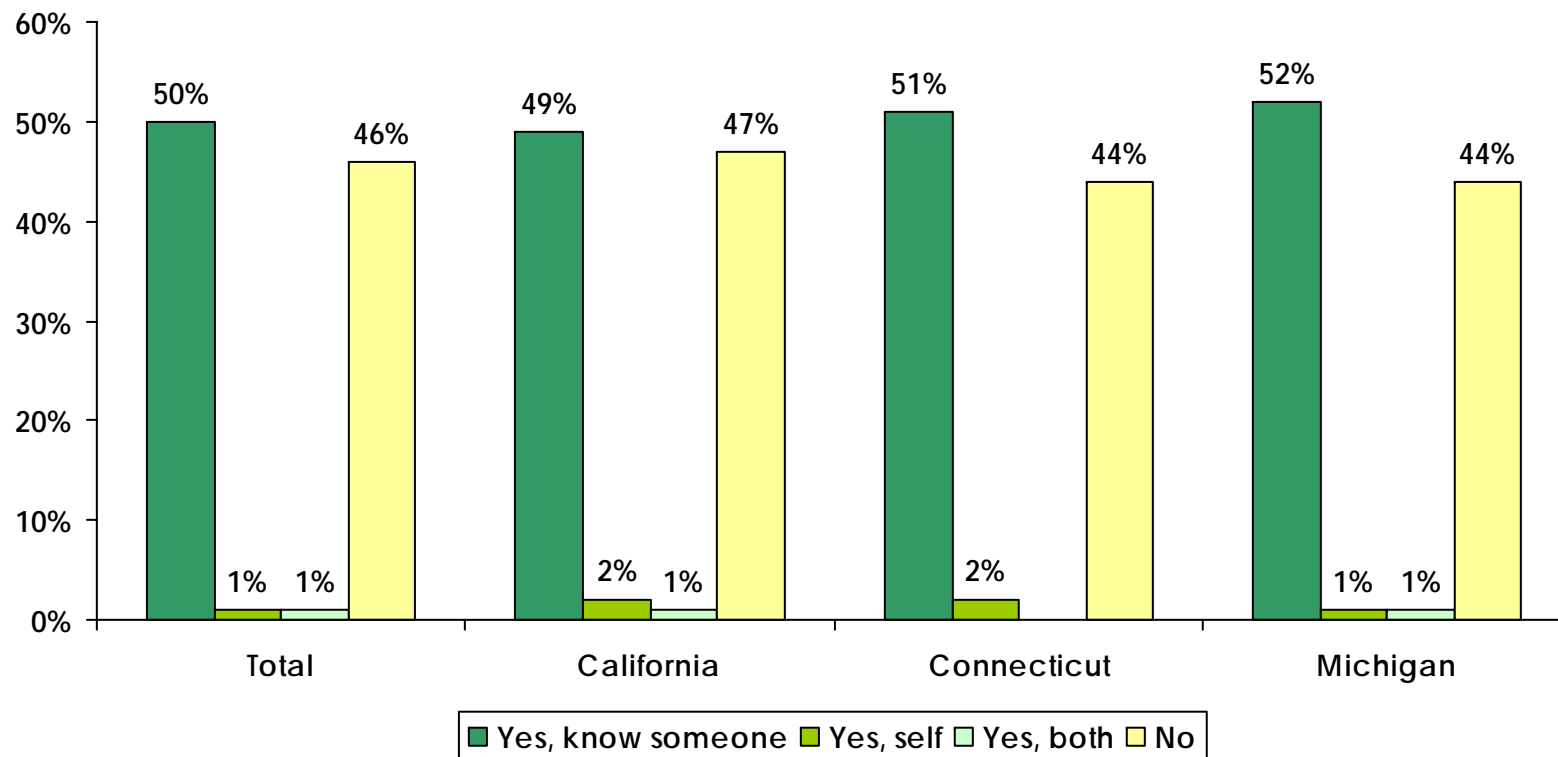
Familiarity, Knowledge and Importance

Voters say it is personally important to them to both find a cure for and prevent Alzheimer's disease.



Half of voters know someone who has the disease.

Do you know someone who has Alzheimer's disease or do you have this disease yourself?





About six in ten voters who are involved with the care of their parents or other older relatives say they know someone who has Alzheimer's disease.

- Nationwide, college women (61 percent), African Americans under 50 (58 percent), African American and white parents (both 58 percent), and Republican women (56 percent) are more likely than voters overall to say they know someone who has Alzheimer's disease.
- **Voters who are helping to pay for, provide and/or manage care for parents or other relatives are among those most likely to know someone with the disease (helping to pay: 63 percent know someone; helping to provide care: 62 percent; helping to manage care*: 59 percent; yes to all: 66 percent).**
- In California, those most likely to know someone with Alzheimer's include those with a post-graduate degree (62 percent), voters ages 50-64 (57 percent), and those who are widowed* (57 percent).
- College-educated women in Connecticut are the most likely to say they know someone with Alzheimer's (57 percent).
- Among Michigan voters, Republicans (62 percent), women in the West region (60 percent) and those ages 50-64 (58 percent) are most likely to know someone who has Alzheimer's disease.

* Small n size

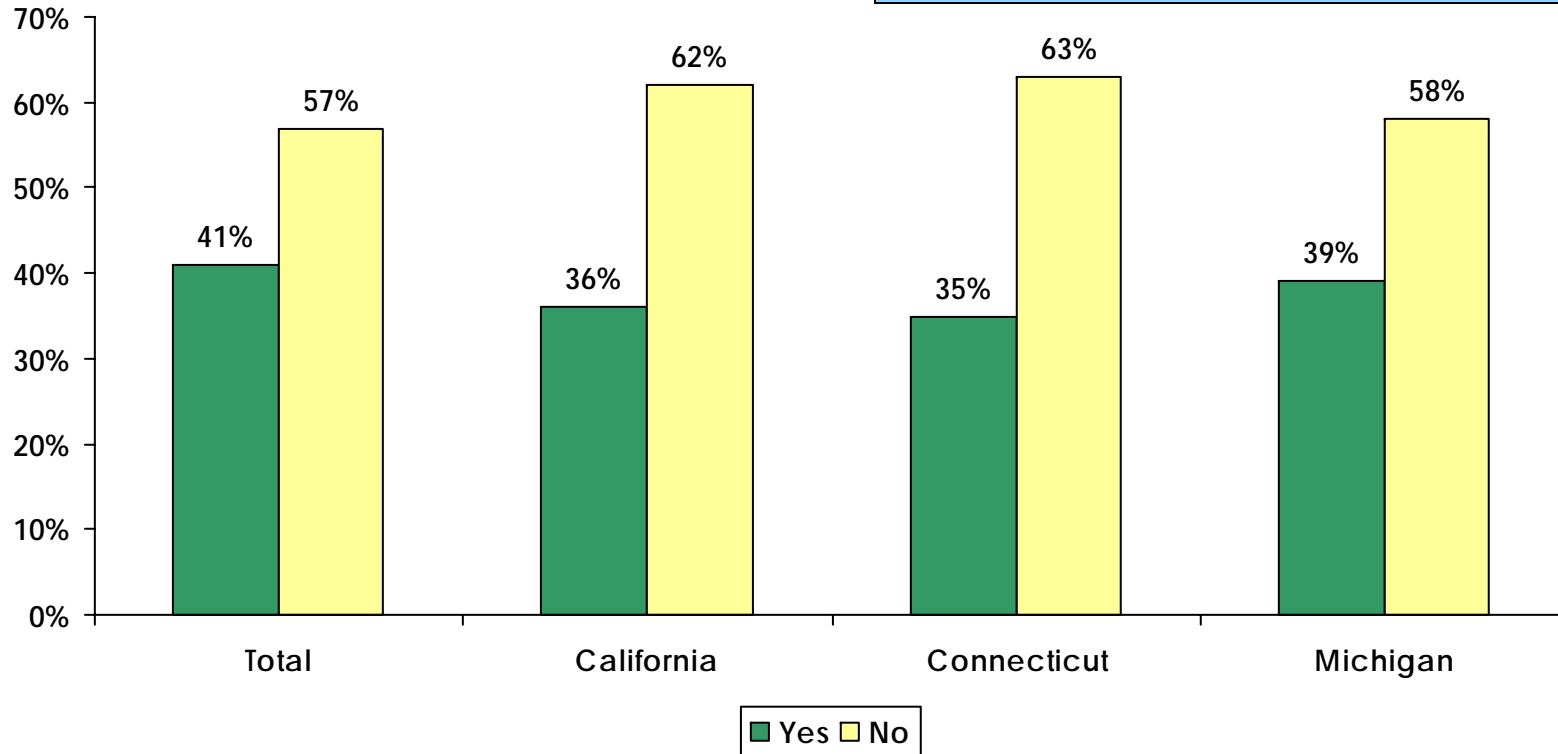


While about forty percent of voters have had AD in their family, most voters say they have not had a family member with Alzheimer's.

As with those who say they know someone who has Alzheimer's, voters who are involved in some aspect of care for a parent or family member are among those most likely to say someone in their family had Alzheimer's: (helping to pay: 56 percent know someone; helping to provide care: 53 percent; helping to manage care*: 59 percent; yes to all: 59 percent).

* Small n size

Has anyone in your family had Alzheimer's disease?





Many of the subgroups who are most likely to know someone with Alzheimer's are also among those most likely to report having a family member who has had Alzheimer's disease.

- Among voters nationwide, those who are divorced (56 percent), Republican women (52 percent), African Americans under 50 (49 percent), women under 50 (49 percent), African American parents (49 percent), mothers (47 percent), college women (46 percent), and Independent women (46 percent) are most likely to say they have a family member who has had Alzheimer's disease.
- Republican women (49 percent), voters living in the Inland Empire region* (45 percent) and college women (44 percent) are the Californians most likely to have Alzheimer's within their family.
- Swing voters in Connecticut – weak Democrats* and weak Republicans* – are the most likely among voters in this state to have had a family member with Alzheimer's (both 42 percent).
- In Michigan, women in the West region of Michigan (54 percent), voters who are widowed (47 percent) and mothers* (45 percent) are most likely to have had a family member with Alzheimer's.

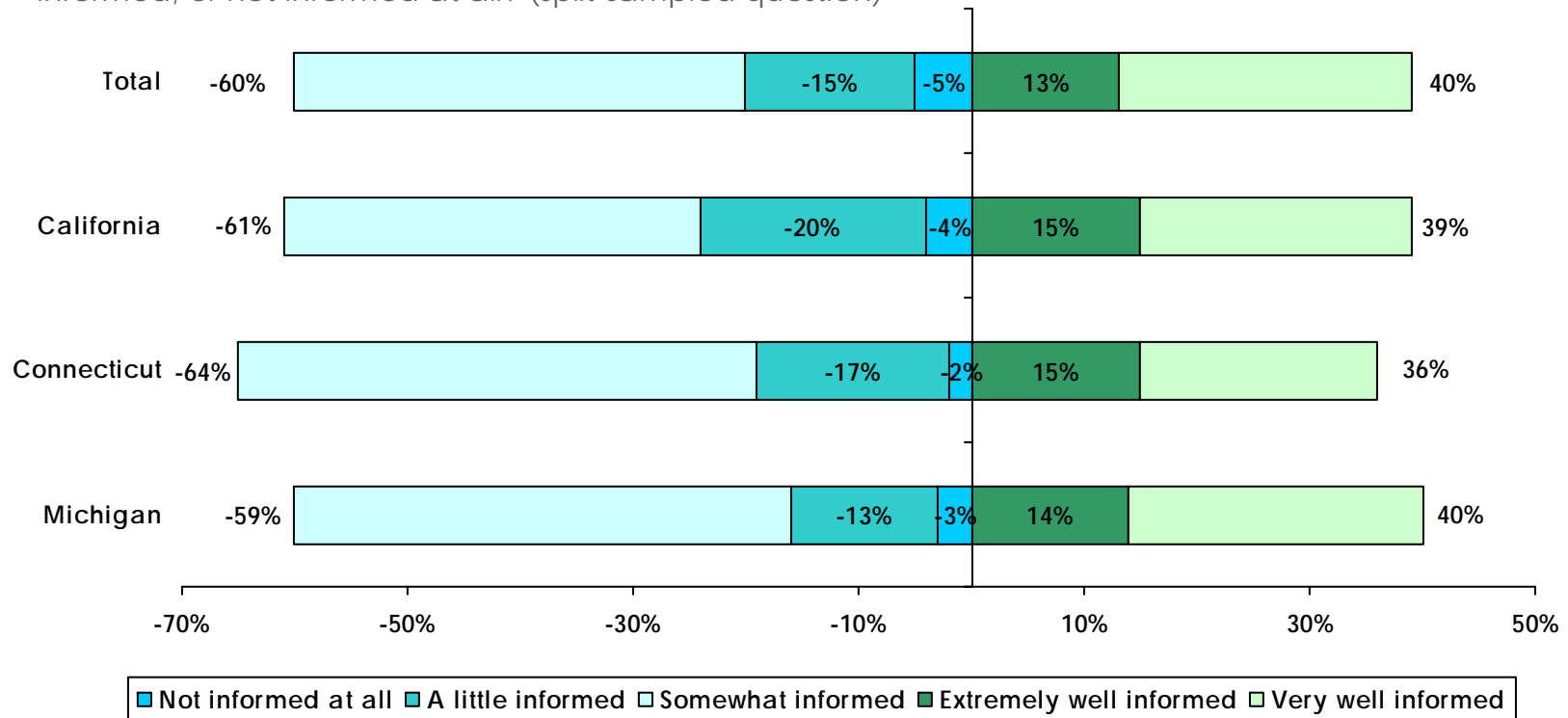
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Six out of ten say they are not too informed about Alzheimer's disease.

Almost all demographic subgroups say they are net not well informed.

Turning to Alzheimer's disease, how would you rate your own knowledge of Alzheimer's disease – would you say you are extremely well informed, very well informed, somewhat well informed, a little informed, or not informed at all? (split-sampled question)

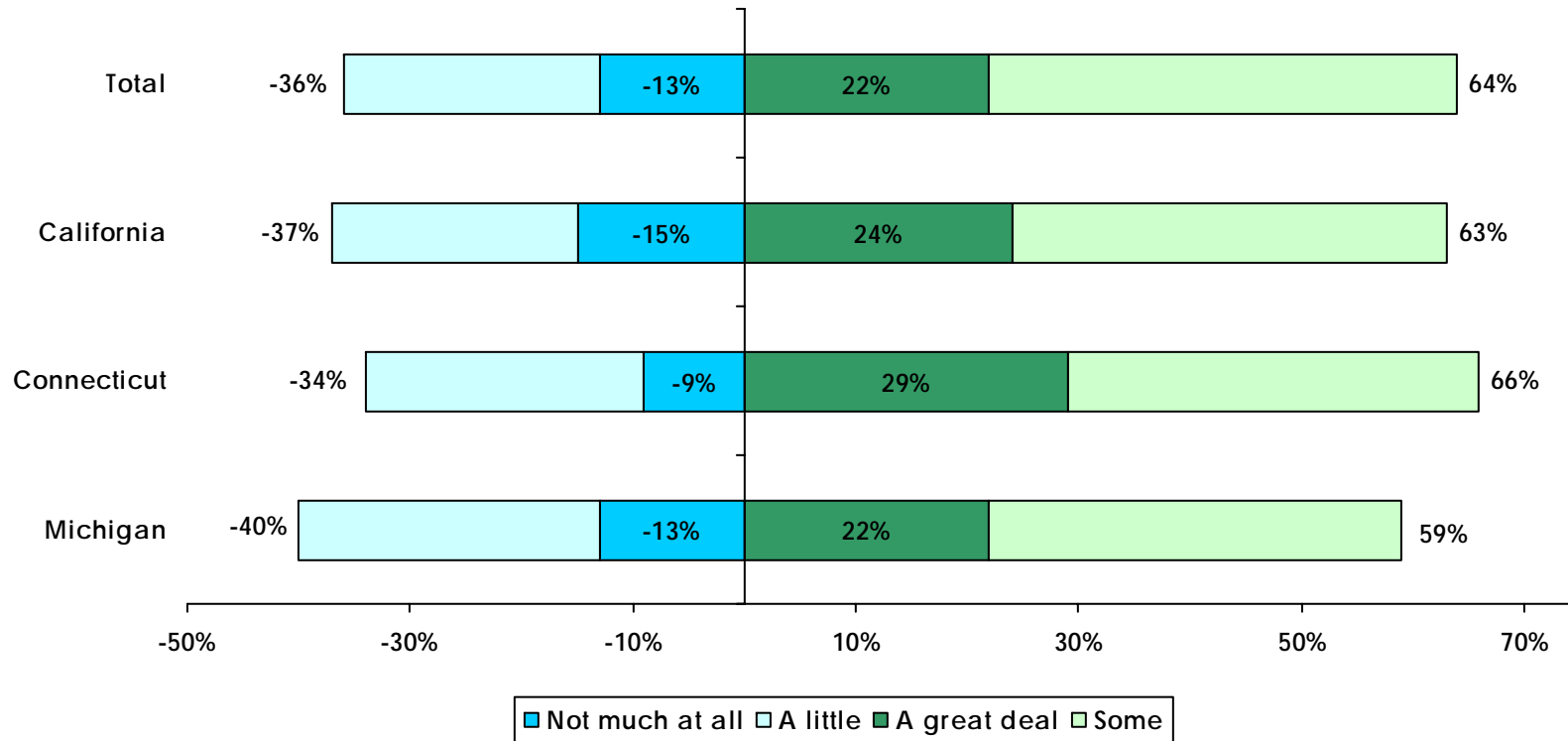




While voters say they are not too informed about Alzheimer's, many feel they know at least some about the disease.

Most subgroups net a great deal/some knowledge.

Turning to Alzheimer's disease, would you say you know a great deal, some, a little, or not much at all about Alzheimer's disease? (split-sampled question)





Across subgroups of voters who are most likely to report being extremely well informed about Alzheimer's, few feel they have this level of knowledge. Even among those who have had a family member with Alzheimer's, only 19 percent feel extremely well informed and, among those who know someone with the disease, only 18 percent are extremely well informed.

% Extremely Well Informed

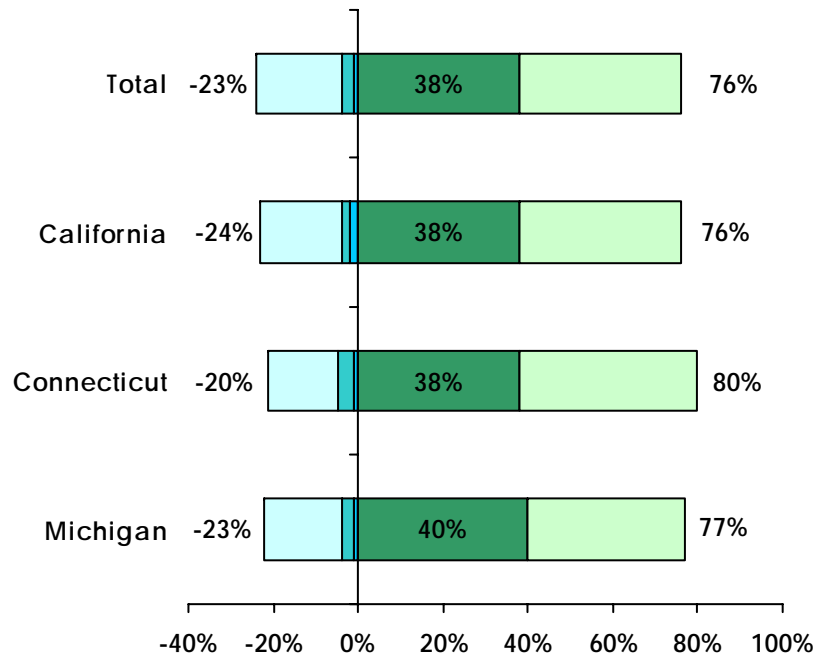
<u>Nationwide</u>	<u>California</u>	<u>Connecticut</u>	<u>Michigan</u>
<ul style="list-style-type: none">• Married African Americans* (22 percent)	<ul style="list-style-type: none">• Men without children (25 percent)	<ul style="list-style-type: none">• Voters who have had someone in their family with Alzheimer's (30 percent)	<ul style="list-style-type: none">• Democratic women* (26 percent)
<ul style="list-style-type: none">• Women 50+ (20 percent)	<ul style="list-style-type: none">• Seniors (24 percent)	<ul style="list-style-type: none">• Voters covered by Medicare* (21 percent)	<ul style="list-style-type: none">• Unmarried women* (21 percent)
<ul style="list-style-type: none">• Strong Democrats (20 percent)	<ul style="list-style-type: none">• Men 50+ (22 percent)	<ul style="list-style-type: none">• Democratic women* (21 percent)	<ul style="list-style-type: none">• Voters who have had someone in their family with Alzheimer's (20 percent)
<ul style="list-style-type: none">• Widowed (20 percent)	<ul style="list-style-type: none">• Strong Republicans* (21 percent)		
<ul style="list-style-type: none">• African Americans 50+ (19 percent)	<ul style="list-style-type: none">• Democratic men* (21 percent)		
<ul style="list-style-type: none">• College women (19 percent)	<ul style="list-style-type: none">• Voters who have had someone in their family with Alzheimer's (21 percent)		
<ul style="list-style-type: none">• Childless women (19 percent)			

* Small n size

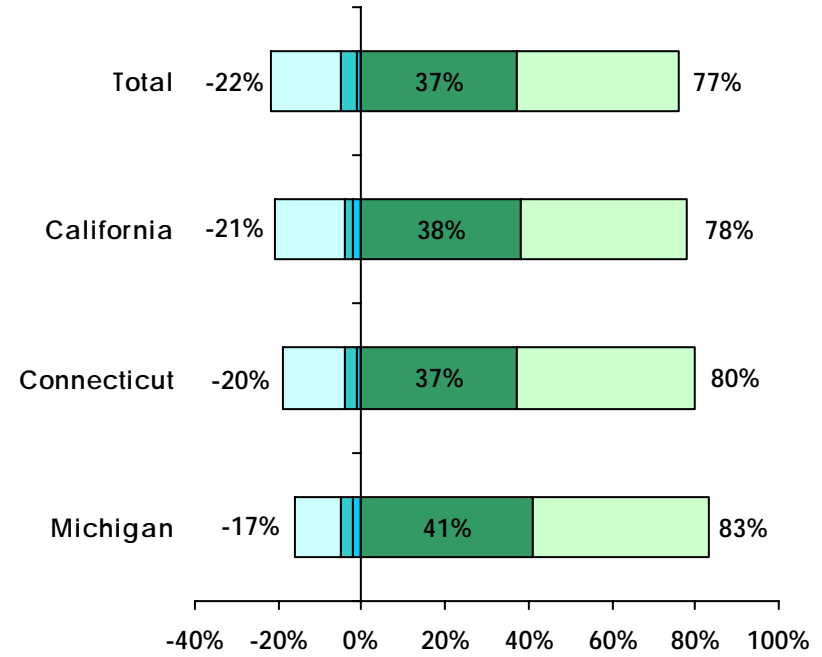


Three-quarters of voters say it is extremely or very important to find a cure for and also prevent Alzheimer's disease. Intensity and overall importance is consistent for finding a cure and prevention.

How personally important to you is **finding a cure for Alzheimer's disease** – is it extremely important, very important, somewhat important, a little important, or not important at all? (split-sampled question)



How personally important to you is **preventing Alzheimer's disease** – is it extremely important, very important, somewhat important, a little important, or not important at all? (split-sampled question)

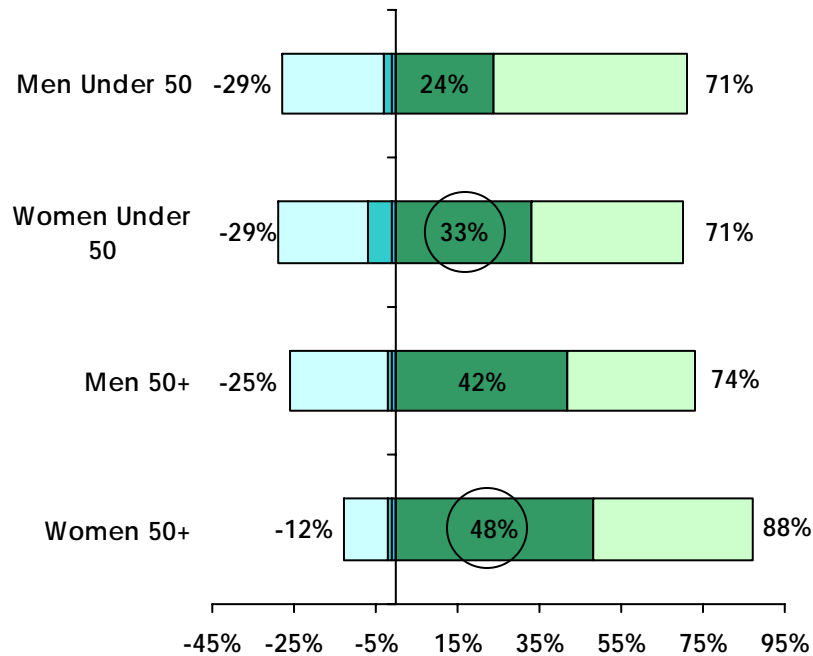


■ Not important at all
 ■ A little important
 ■ Somewhat important
 ■ Extremely important
 ■ Very important

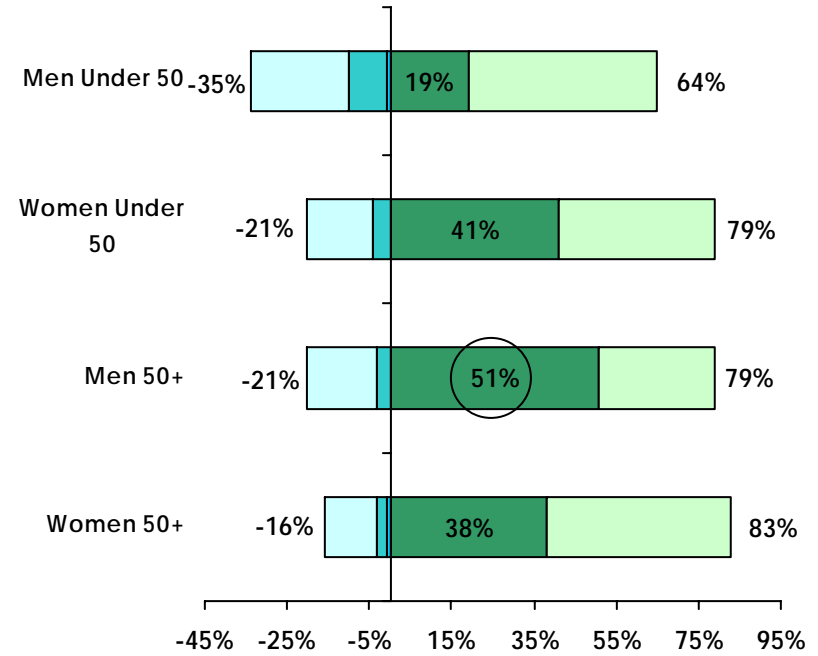


Women, regardless of age, are more likely than men to say that finding a cure for Alzheimer's is extremely important. Preventing Alzheimer's generates greater intensity among older men than among women 50 and up.

How personally important to you is **finding a cure for Alzheimer's disease** – is it extremely important, very important, somewhat important, a little important, or not important at all? (split-sampled question)



How personally important to you is **preventing Alzheimer's disease** – is it extremely important, very important, somewhat important, a little important, or not important at all? (split-sampled question)



■ Not important at all
 ■ A little important
 ■ Somewhat important
 ■ Extremely important
 ■ Very important



Prevention and finding a cure resonates greatly among Americans who know someone who has Alzheimer's disease. African Americans, seniors and older Americans comprise the rest of the intense constituency on Alzheimer's.

Finding a cure is most important to:

- African Americans (54 percent extremely important)
- Northeastern women (50 percent)
- Seniors (46 percent)
- **Those who have had Alzheimer's in their family (46 percent)**
- **Those who know someone with Alzheimer's (44 percent)**
- Democratic women (45 percent)
- Married women (45 percent)

Preventing Alzheimer's disease is most important to:

- African Americans 50+* (62 percent extremely important)
- Men 50+ (51 percent)
- Those helping to pay for, provide and manage care for parents/elderly relatives* (51 percent)
- Those helping to pay for care for parents/elderly relatives (49 percent)
- Those who are widowed (47 percent)
- Seniors (46 percent)
- **Those who have had Alzheimer's in their family (47 percent)**
- **Those who know someone with Alzheimer's (47 percent)**

* Small n size



Among voters in California, older women and those with a personal connection to Alzheimer's disease are most likely to say finding a cure and preventing the disease are extremely important.

Finding a cure is most important to:

- Women 50+ (49 percent extremely important)
- Seniors (47 percent)
- **Those who have had Alzheimer's in their family (45 percent)**
- **Those who know someone with Alzheimer's (44 percent)**
- Unmarried men (44 percent)

Preventing Alzheimer's disease is most important to:

- Seniors (51 percent extremely important)
- African Americans* (50 percent)
- **Those who have had Alzheimer's in their family (50 percent)**
- Women 50+ (50 percent)
- Weak Republicans* (49 percent)
- **Those who know someone with Alzheimer's (46 percent)**
- College women (46 percent)
- Strong Democrats (46 percent)
- Republican women (46 percent)
- Unmarried women (46 percent)

* Small n size



Preventing Alzheimer's is particularly important to certain subgroups of women in Connecticut, including non-college women and married women.

Finding a cure is most important to:

- Seniors (47 percent extremely important)
- Men 50+ (46 percent)
- Non-college women (46 percent)
- **Those who have had Alzheimer's in their family (45 percent)**
- **Those who know someone with Alzheimer's (45 percent)**

Preventing Alzheimer's disease is most important to:

- Married women* (56 percent extremely important)
- Non-college women (50 percent)
- **Those who have had Alzheimer's in their family (48 percent)**
- Voters with a post-graduate degree (48 percent)
- Strong Democrats* (46 percent)
- Women without children (45 percent)
- Democratic women* (43 percent)

* Small n size



Voters in the Central region of Michigan are among those most likely to believe finding a cure for and preventing Alzheimer's disease is extremely important.

Finding a cure is most important to:

- Voters in the Central region* (56 percent extremely important)
- Democratic women* (53 percent)
- Women without children (47 percent)
- Voters with a college or post-graduate degree (46 percent)
- Married women (46 percent)

Preventing Alzheimer's disease is most important to:

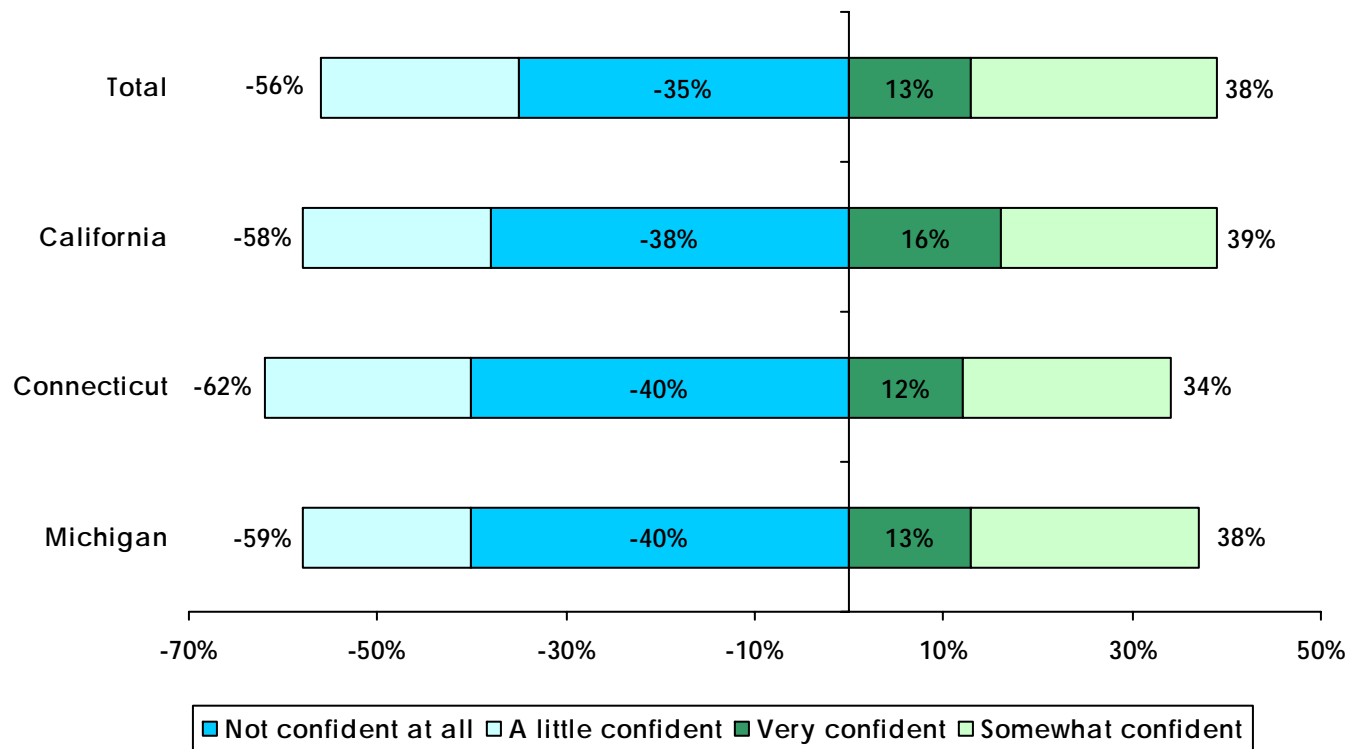
- Voters in the Central region* (50 percent extremely important)
- Voters with a post high school education (47 percent)
- Independents* (47 percent)
- Unmarried men (47 percent)
- Women without children (47 percent)

* Small n size



After hearing the annual cost of living with Alzheimer's, a strong majority express little confidence in being able to cover the cost of care if they were diagnosed with the disease.

How confident are you that you would be able to cover the cost of care if you were diagnosed with Alzheimer's disease – very confident, somewhat confident, a little confident, or not confident at all?*



Nationally, almost all demographic subgroups prove net not confident about covering the costs of care. Republican men, African American men* and those living in the Mountain region are slightly more likely to say they are confident than a little or not confident (+4, +4 and +5, respectively).

*Small n size

*Prior to this question, voters heard a battery about AD facts, including: "Individuals with Alzheimer's disease and other dementia living in nursing homes and assisted living facilities incur the highest out-of-pocket costs – an average of almost \$17,000 a year."



Among the national electorate, almost half of voters without health insurance say they have no confidence that they would be able to cover the cost of care if they were diagnosed with Alzheimer's disease.

- Republican men (19 percent very confident), those helping to pay for care for parents/elderly relatives (19 percent), white men living in the West (19 percent), seniors (18 percent), and those with a post-graduate degree (18 percent) prove more likely than voters overall to say they **are very confident they would be able to cover the cost if diagnosed with Alzheimer's disease**. However, intensity is still low.
- Voters without health insurance coverage (46 percent not confident at all), Hispanics 50 and up (49 percent), Midwestern women (45 percent), African American women (44 percent), those who are unmarried (43 percent), those who are providing care for parents/elderly relatives (43 percent), and mothers (43 percent) **are among those most likely to say they are not confident at all**.



Certain subgroups of men in California are among the most likely to be very confident about covering the cost of care while subgroups of women prove to be more likely than voters overall to express a lack of financial confidence when it comes to Alzheimer's costs.

- With the exception of older men, Republican men and widowed voters* (+1, +1, +3, respectively), all subgroups of California voters say they **are net not confident they could cover the cost of care if diagnosed with Alzheimer's**.
- In California, **those most likely to say they are very confident** they could cover the cost of care include voters in the Orange County area* (28 percent very confident), men 50 and older (24 percent), college men (23 percent), married men (23 percent), and Republican men (22 percent).
- The **least confident voters** are those living in the Sacramento region (50 percent not confident at all), younger Latinos* (48 percent), unmarried women (48 percent), voters with a high school diploma or less (47 percent), voters under 40 (46 percent), and non-college women (44 percent), and Democratic women (44 percent).

* Small n size



All subgroups of voters in Connecticut are net not confident about being able to cover the cost of care if they were diagnosed with Alzheimer's disease.

- The **most confident voters** in Connecticut include fathers* (23 percent very confident), college men (19 percent) and strong Republicans* (18 percent)
- Certain subgroups of women, including unmarried women (53 percent not confident at all), non-college women (52 percent) and Democratic women (51 percent) **are most likely to say they are not confident at all about covering the cost of care if diagnosed with Alzheimer's disease.**

* Small n size



Even among the most confident voters, only a fifth or less of Michiganders say they feel very confident about covering costs if they had Alzheimer's.

- With the exception of whites in the Wayne region and Republican men (+8, 0), all other subgroups of Michigan voters are **net less confident** about covering the cost if diagnosed with Alzheimer's disease.
- Among voters overall, Republican men* (21 percent very confident) and voters ages 40-49 (20 percent) **prove most confident about covering the cost.**
- Unmarried men (49 percent not confident at all), men in the Central region* (49 percent), women under 50 (46 percent), and mothers* (46 percent) are most likely to say they **are not confident at all.**

* Small n size



Research on Alzheimer's Disease

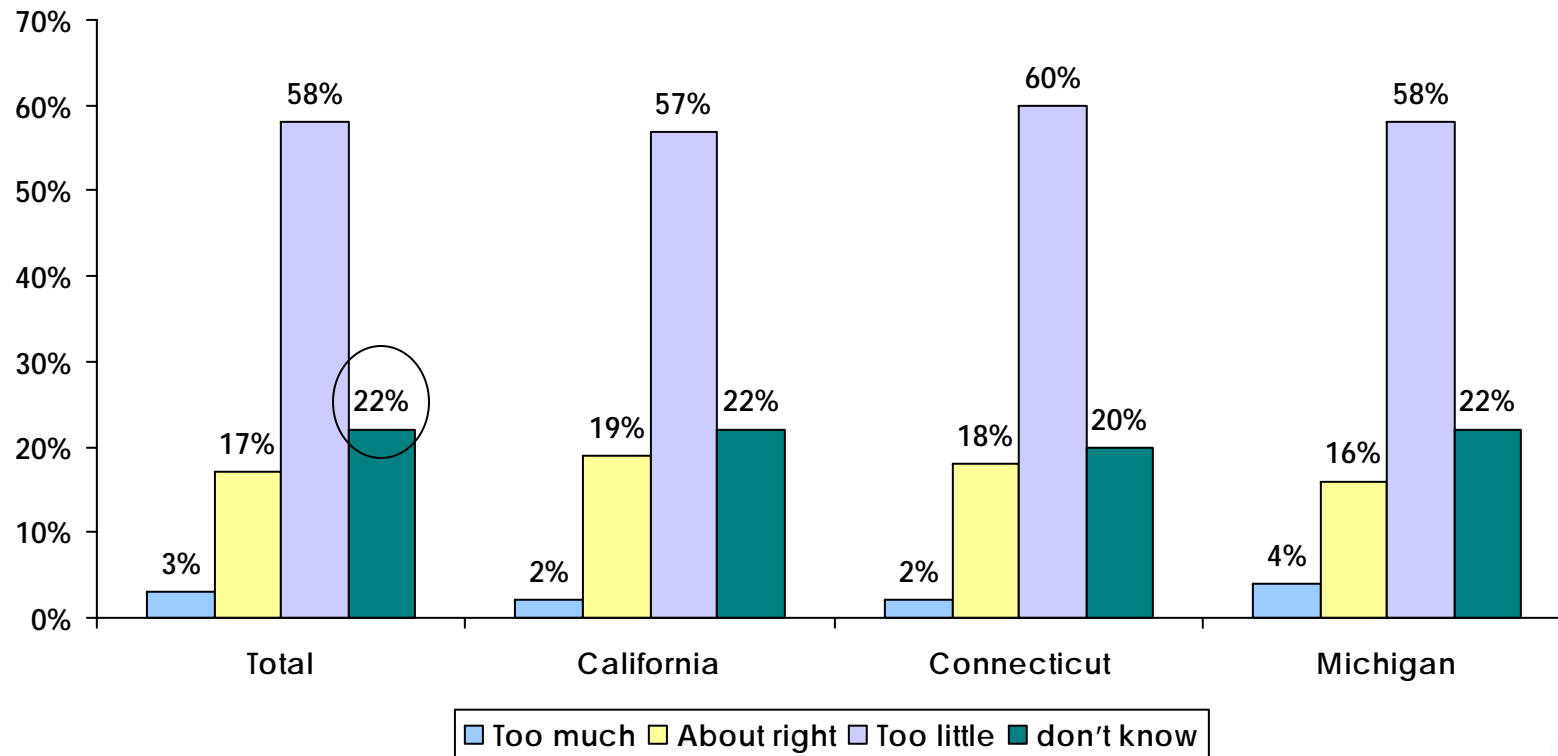
Speeding up the review process for Alzheimer's treatments is a priority for voters across the country.



Almost six in ten think there is too little research on Alzheimer's disease, though a significant minority say they do not know.

Among the national electorate, a plurality to a majority of all demographic subgroups say there is too little research. In addition, less than ten percent of any subgroup believes there is "too much" research on Alzheimer's disease.

Do you think there is too much research on Alzheimer's disease, too little, or just about the right amount of research on Alzheimer's disease?





Nationwide and in each of the three states, a diverse constituency emerges around the lack of Alzheimer's research.

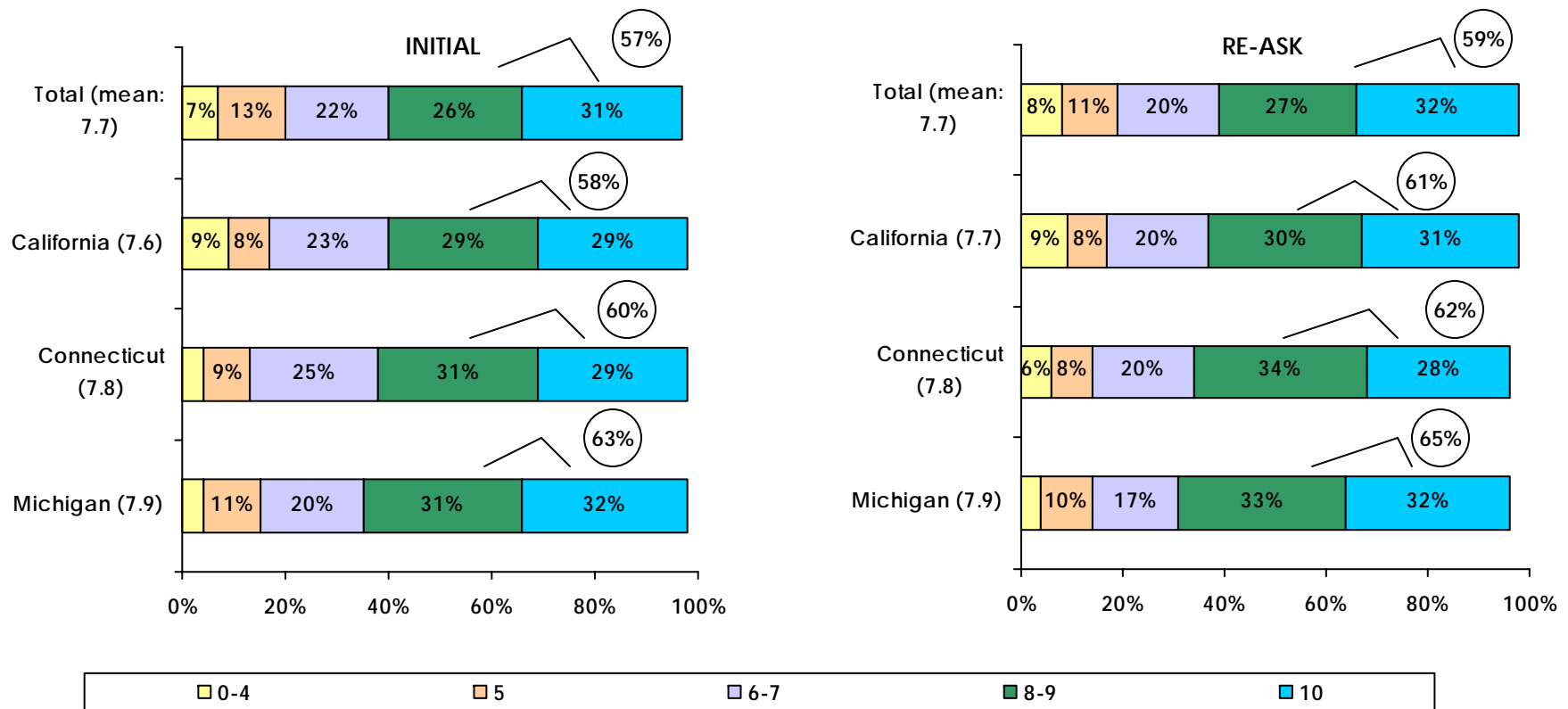
- Nationwide, those most likely to say there is **too little research** on Alzheimer's disease include those who are unmarried but living with a partner (74 percent), African Americans (68 percent), especially African Americans under 50 (76 percent), those who are helping to pay for care for parents/elderly relatives (67 percent), college-educated women (64 percent), and Latinos without children (64 percent).
- Among Californian voters, those most likely to say there is too little research include older Latinos* (68 percent), non-college women (64 percent), white independents (64 percent), voters who are widowed* (64 percent), voters who have had someone in their family with Alzheimer's (64 percent), LA County women (63 percent), Latinas (63 percent), and mothers (63 percent).
- In Connecticut, mothers* (70 percent), voters with a post high school education (68 percent), married women (68 percent), voters around New Haven County (67 percent), Independent women (66 percent), and weak Democrats* (66 percent) are most likely to say there is too little research on Alzheimer's disease.
- Among voters in Michigan, voters in the Central region (70 percent), especially Central men* (73 percent), college men (67 percent), married men (66 percent), Democrats (65 percent), especially Democratic women (69 percent), and those who either know someone with Alzheimer's or have had a family member with Alzheimer's (both 66 percent) are most likely to think there is too little research.

* Small n size



Over half of voters believe that speeding up the FDA review process for Alzheimer's treatments should be a top national priority. Voters continue to see this as a priority after hearing facts.

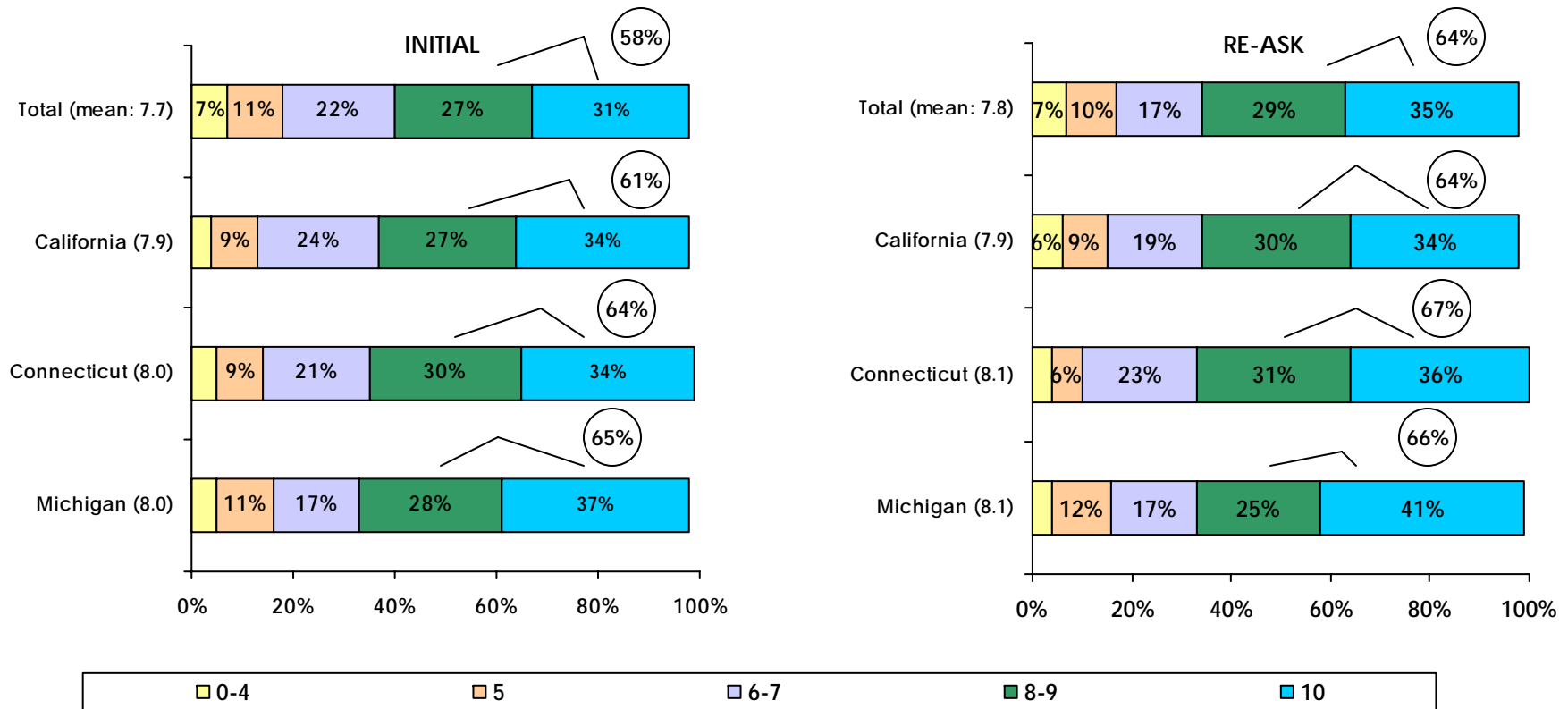
And on a scale of 0 to 10, where 0 means it should not be a top **national priority** and 10 means it should be a top priority, how much of a priority should Congress place on speeding up the FDA review process for therapies that will potentially slow, halt or reverse the progression of Alzheimer's disease? (split-sampled question)





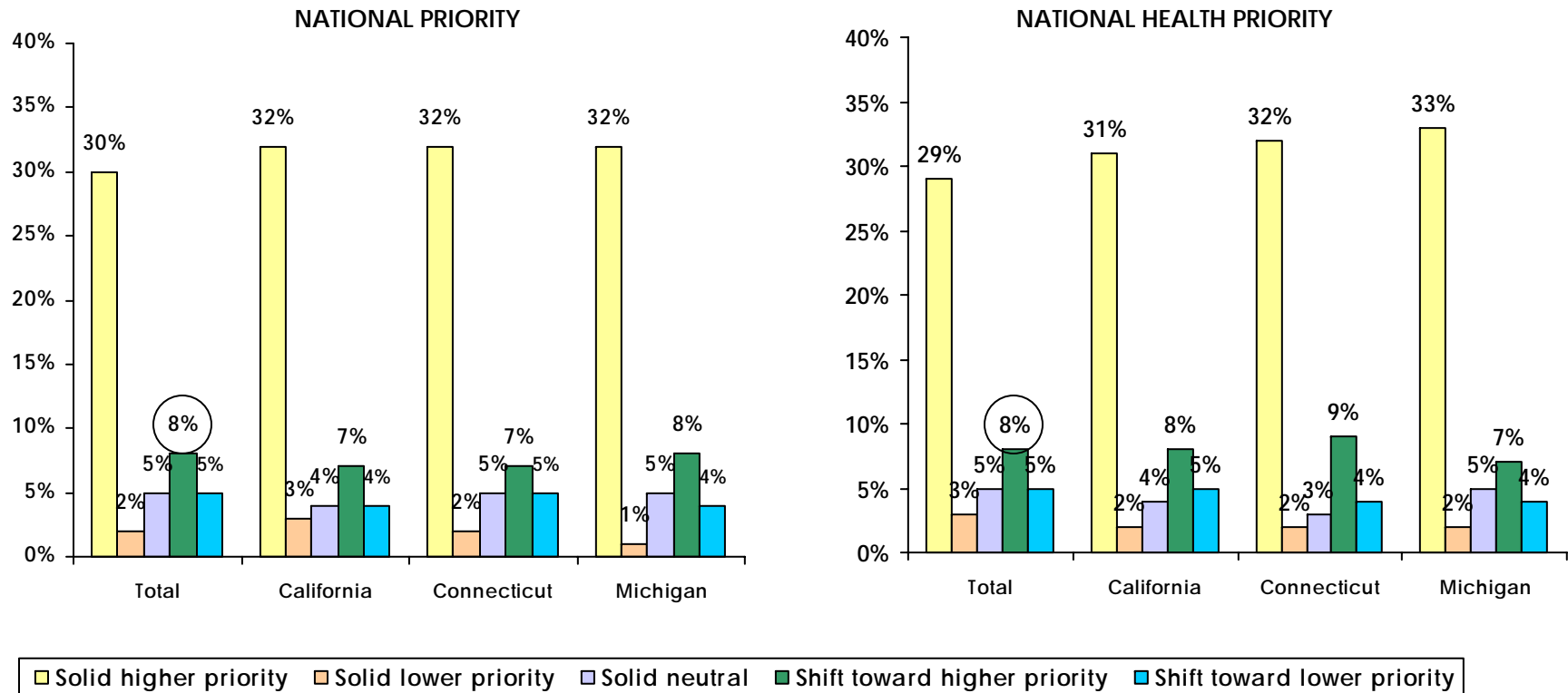
When framed as a “national health priority” rather than a “national priority,” voters prove similar in their assessment of how Congress should address this issue, with slightly more intensity in the target states.

And on a scale of 0 to 10, where 0 means it should not be a top **national health priority** and 10 means it should be a top health priority, how much of a priority should Congress place on speeding up the FDA review process for therapies that will potentially slow, halt or reverse the progression of Alzheimer’s disease? (split-sampled question)





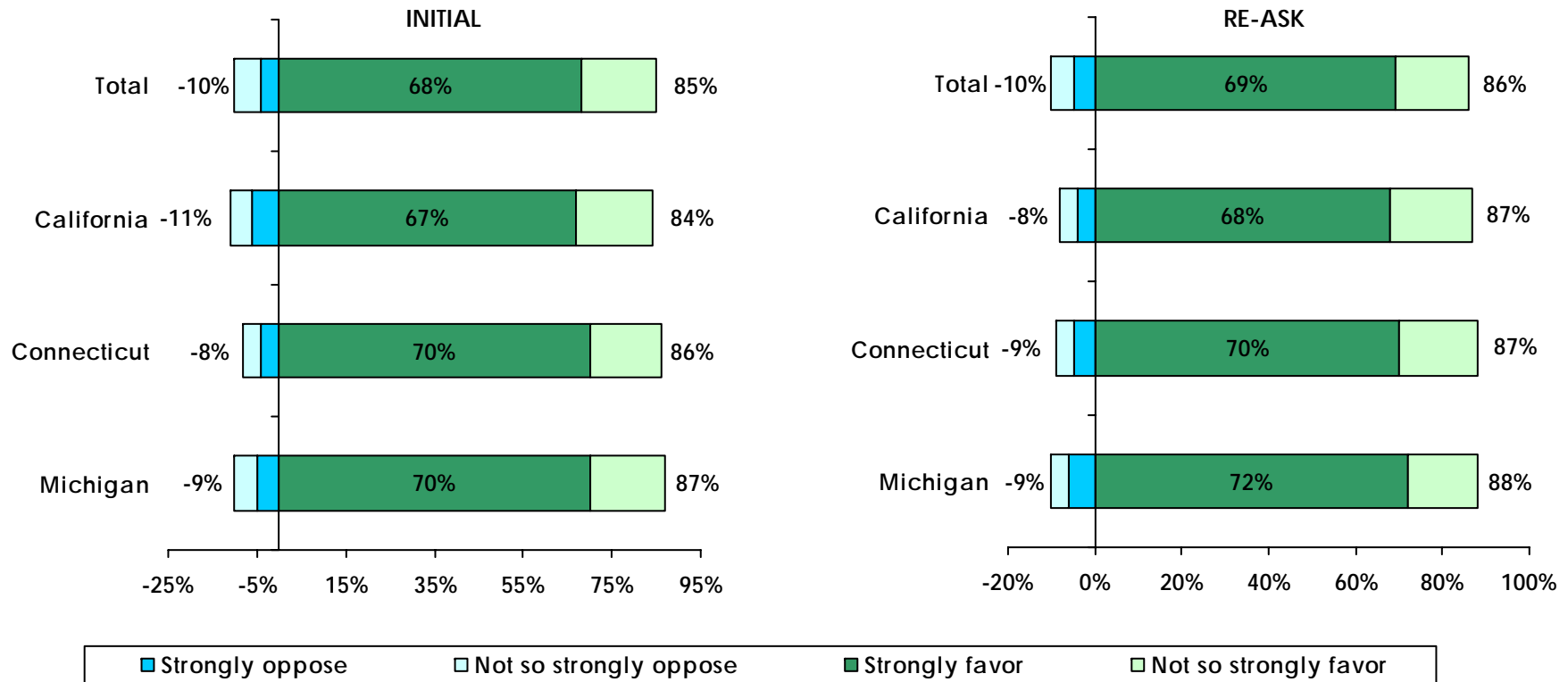
About three in ten voters hold their position on making speeding up the review process of Alzheimer's treatments a priority, and eight percent shift toward a higher priority after hearing facts about the disease. Statewide trends prove similar to voters nationwide.





Voters strongly favor the government urging the FDA to speed up the review process for Alzheimer's treatments. Support holds over the course of the survey and is strong across subgroups.

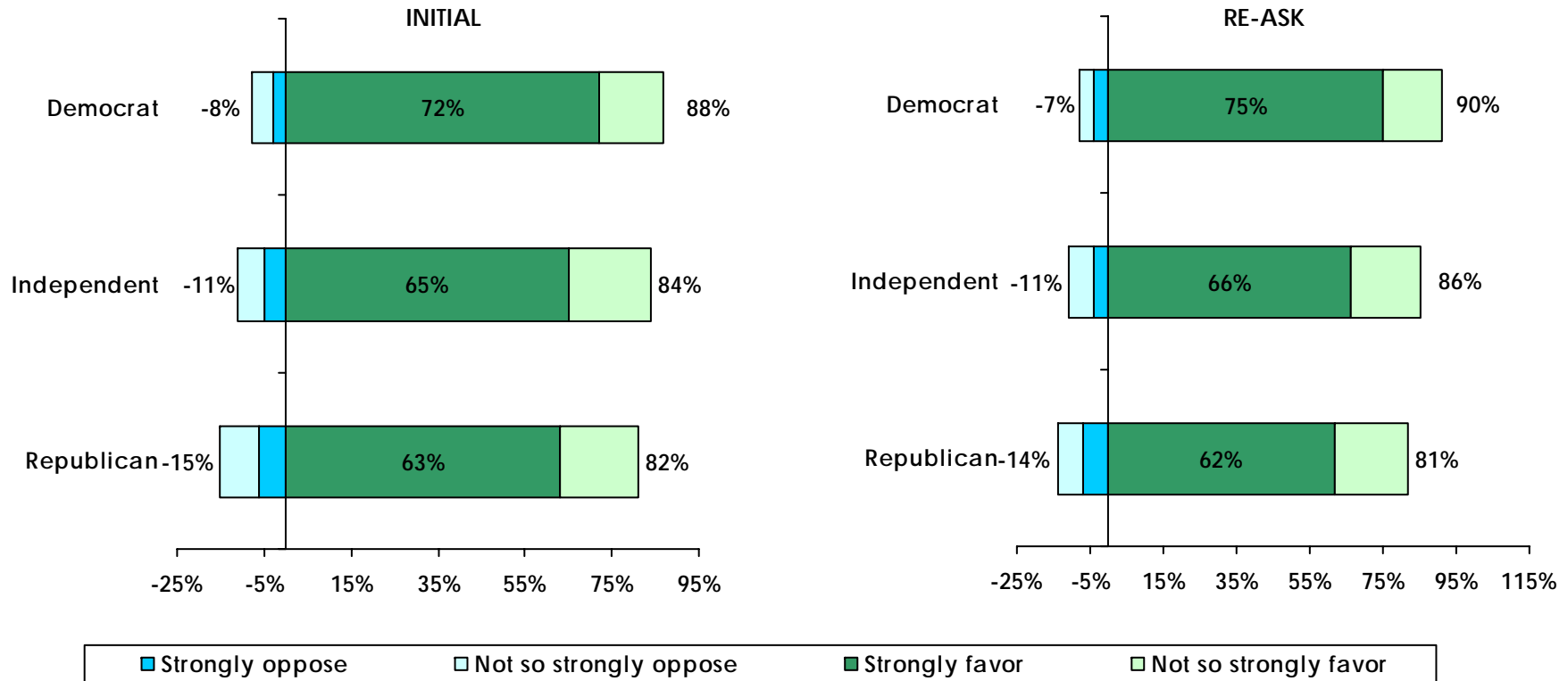
Do you favor or oppose the government urging the FDA to speed up their review process for therapies that will potentially slow, halt or reverse the progression of Alzheimer's disease? [If favor/oppose: Ask, is that strongly/not so strongly favor/oppose?]





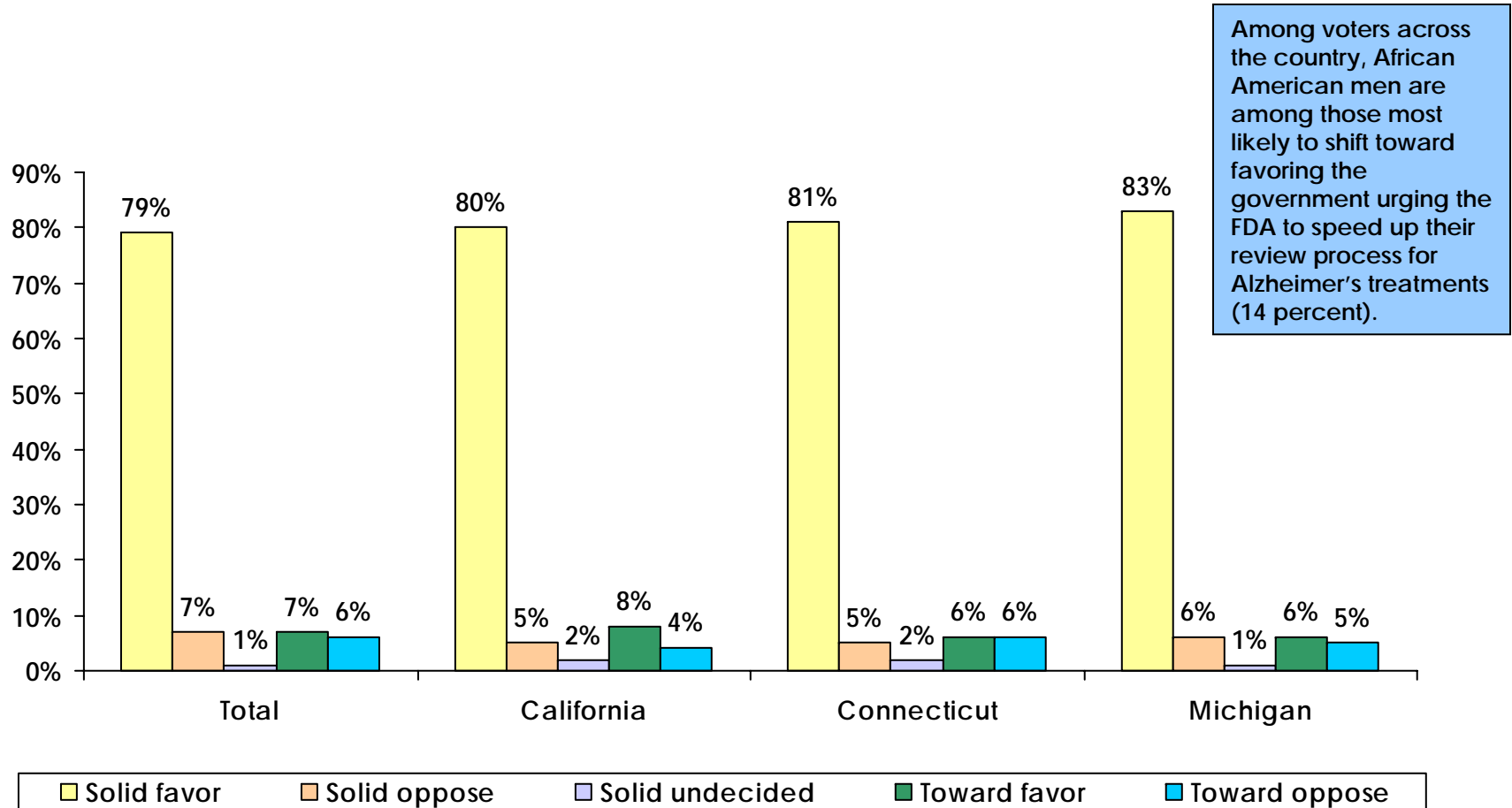
There is also strong support across party lines.

Do you favor or oppose the government urging the FDA to speed up their review process for therapies that will potentially slow, halt or reverse the progression of Alzheimer's disease? [If favor/oppose: Ask, is that strongly/not so strongly favor/oppose?]





Over the course of the survey, approximately eighty percent of voters hold their support for the government urging the FDA to speed up their review process.





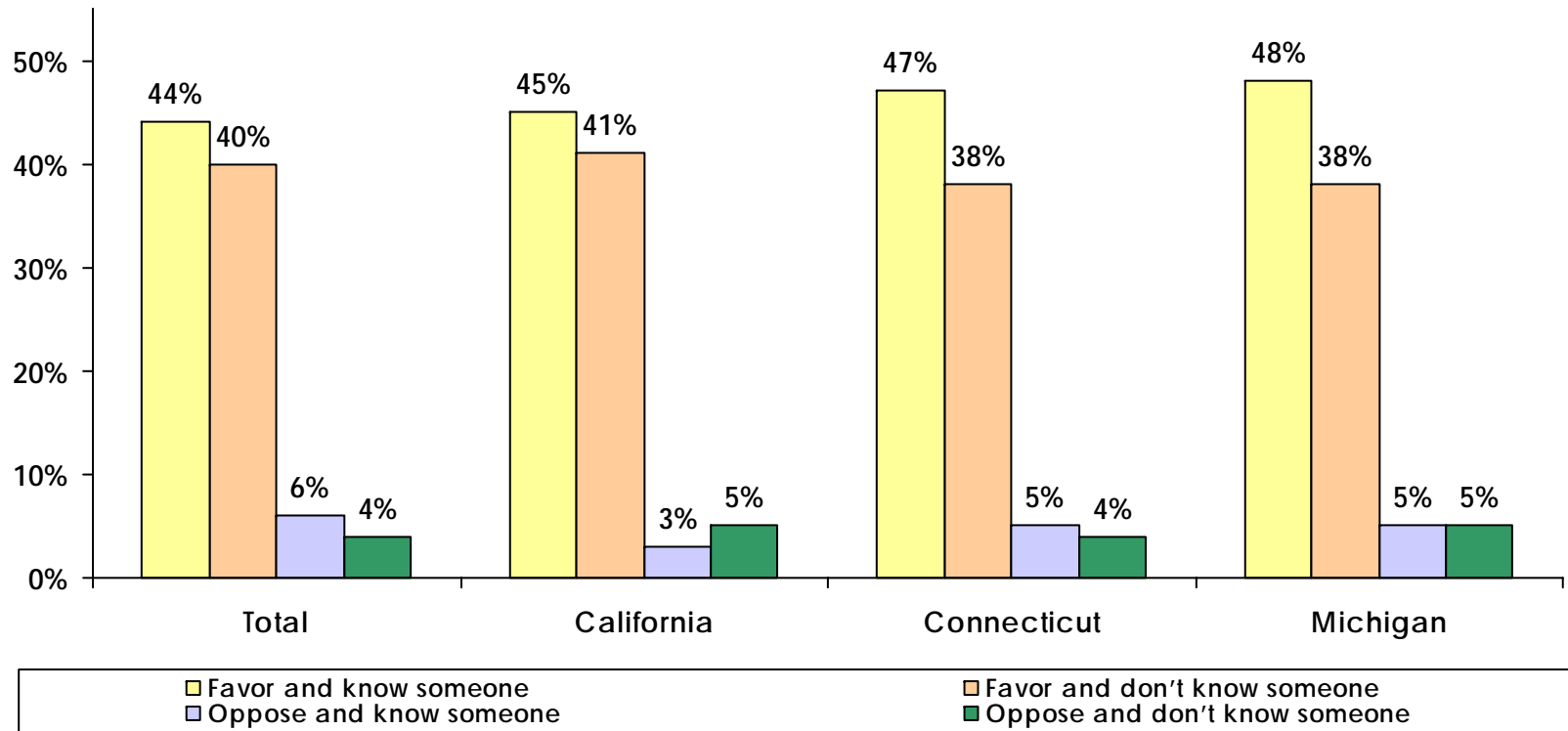
Democratic women represent the base of support for speeding up the review of Alzheimer's treatments nationally, as well as in California and Michigan.

- Nationwide, Democratic women (86 percent solid favor), voters with a high school diploma or less (85 percent), older African Americans (84 percent), and Midwestern women (84 percent) are among those most likely to solidly favor the government urging the FDA to speed up review processes for Alzheimer's treatments. Voters covered by public insurance plans are also more likely than voters overall to solidly favor speeding up the review of these treatments (health insurance through Medicare: 86 percent; health insurance through Medicaid: 85 percent)
- Strong Democrats and Democratic women (88 percent solid favor and 87 percent, respectively), younger Latinos* (87 percent), seniors (86 percent), and voters with a high school diploma or less (86 percent) are the California voters most likely to solidly favor urging the FDA to speed up their review of Alzheimer's treatments. White voters in the Sacramento region* and Asians are among those most likely to shift toward favoring speeding up the review of these treatments (16 percent and 14 percent, respectively).
- In Connecticut, men in New Haven County* (92 percent), voters ages 40-49 (89 percent), those with a post-high school education (86 percent), married women (86 percent), and women in Fairfield County (86 percent) are most likely to solidly favor urging for the review of Alzheimer's treatments to be sped up. Voters who are widowed* (13 percent), women living outside of Fairfield, Hartford and New Haven Counties* (12 percent) and Republicans (11 percent) are most likely to shift toward favoring speeding up the review of Alzheimer's treatments.
- Among Michigan voters, Democratic women are among those most likely to solidly favor speeding up the review of Alzheimer's treatments (91 percent) while their Republican counterparts* are most likely to move toward favoring this action (12 percent). Older voters in the Central region* and single voters* are also among those most likely to solidly favor having the review of Alzheimer's treatments sped up (both 89 percent).

* Small n size



When assessing the personal importance of finding a cure for and preventing the disease, most favor speeding up the review process for Alzheimer's treatments regardless of whether or not they know someone who has the disease.





Facts

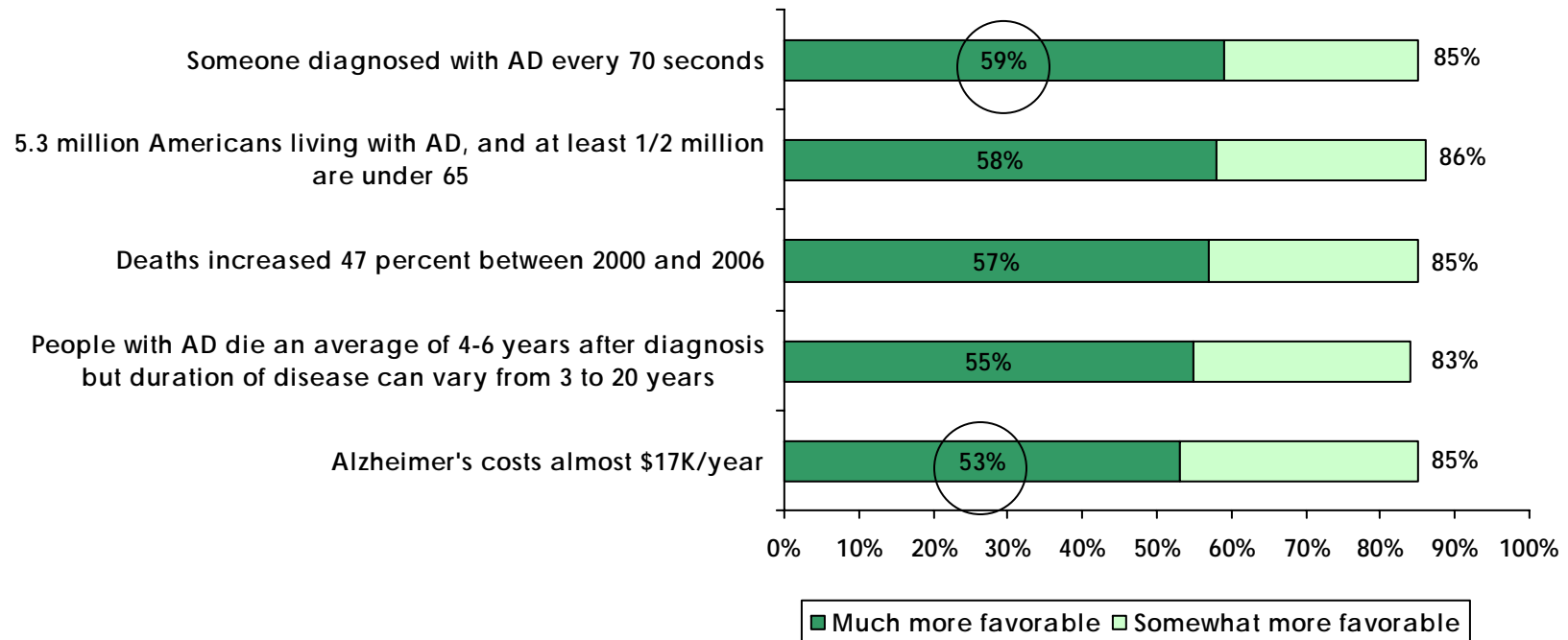
Facts are persuasive, with over half of voters saying statistics related to the costs and prevalence of Alzheimer's make them more favorable toward urging the FDA to speed up their review of Alzheimer's treatments.



Voters are slightly more responsive to the fact about frequency of diagnosis than to the one about the annual costs of living with the disease.

Now I am going to read you some different statements. Please tell me if the statement makes you more or less favorable toward urging the FDA to speed up their review process for therapies that will potentially slow, halt or reverse the progression of Alzheimer's disease. [If More/Less Favorable: Is that much/somewhat more/less favorable?]

Nationwide

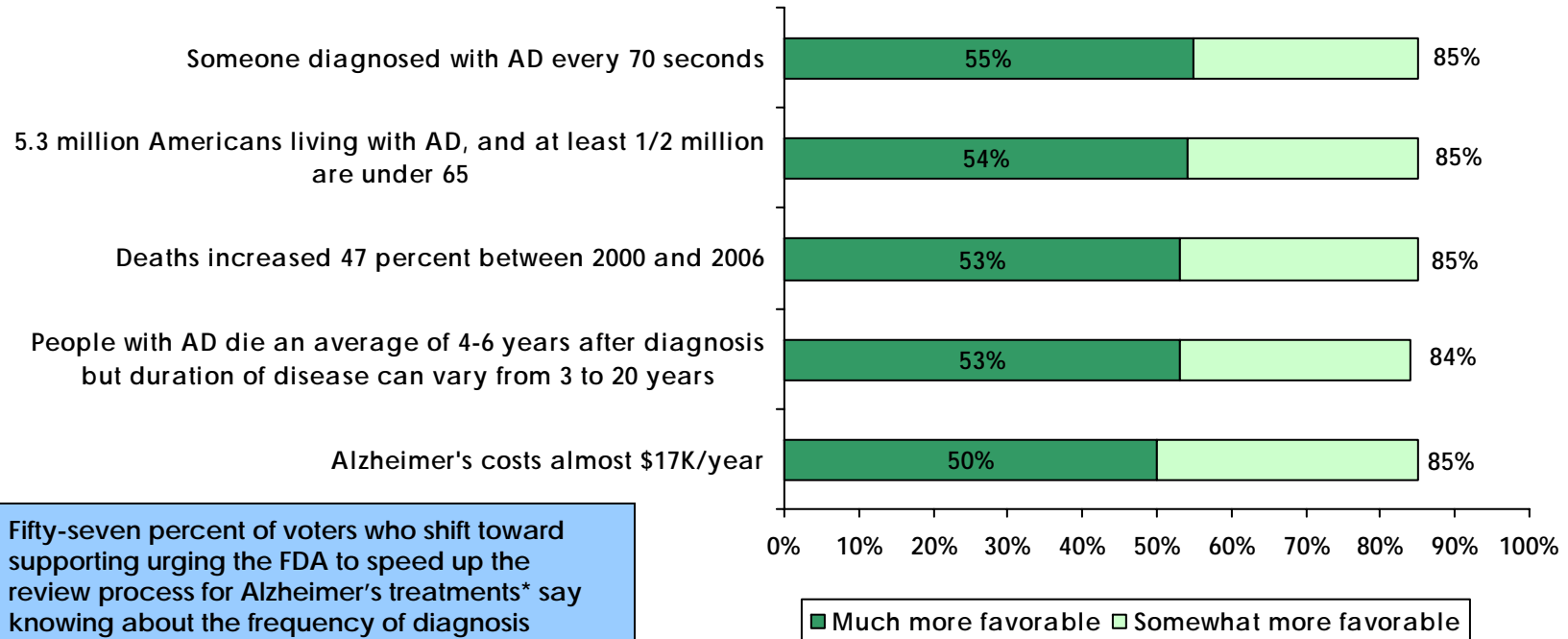




Voters in California prove similar to the national electorate, with the majority responding to all of the facts.

Now I am going to read you some different statements. Please tell me if the statement makes you more or less favorable toward urging the FDA to speed up their review process for therapies that will potentially slow, halt or reverse the progression of Alzheimer's disease. [If More/Less Favorable: Is that much/somewhat more/less favorable?]

California



Fifty-seven percent of voters who shift toward supporting urging the FDA to speed up the review process for Alzheimer's treatments* say knowing about the frequency of diagnosis makes them much more favorable toward urging the FDA to speed up review (91 percent more favorable).

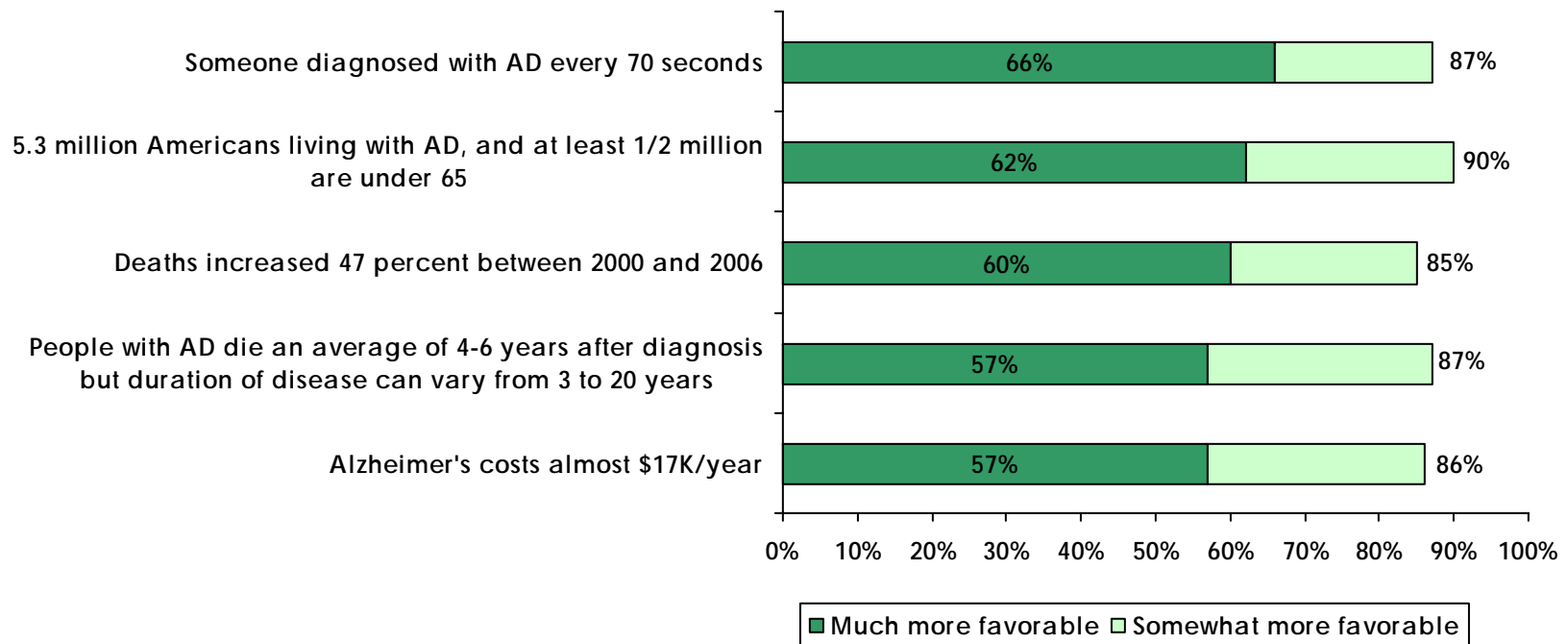
*Small n size



Two-thirds of Connecticut voters say knowing how often someone is diagnosed with Alzheimer's makes them much more favorable to speeding up the FDA's review process.

Now I am going to read you some different statements. Please tell me if the statement makes you more or less favorable toward urging the FDA to speed up their review process for therapies that will potentially slow, halt or reverse the progression of Alzheimer's disease. [If More/Less Favorable: Is that much/somewhat more/less favorable?]

Connecticut

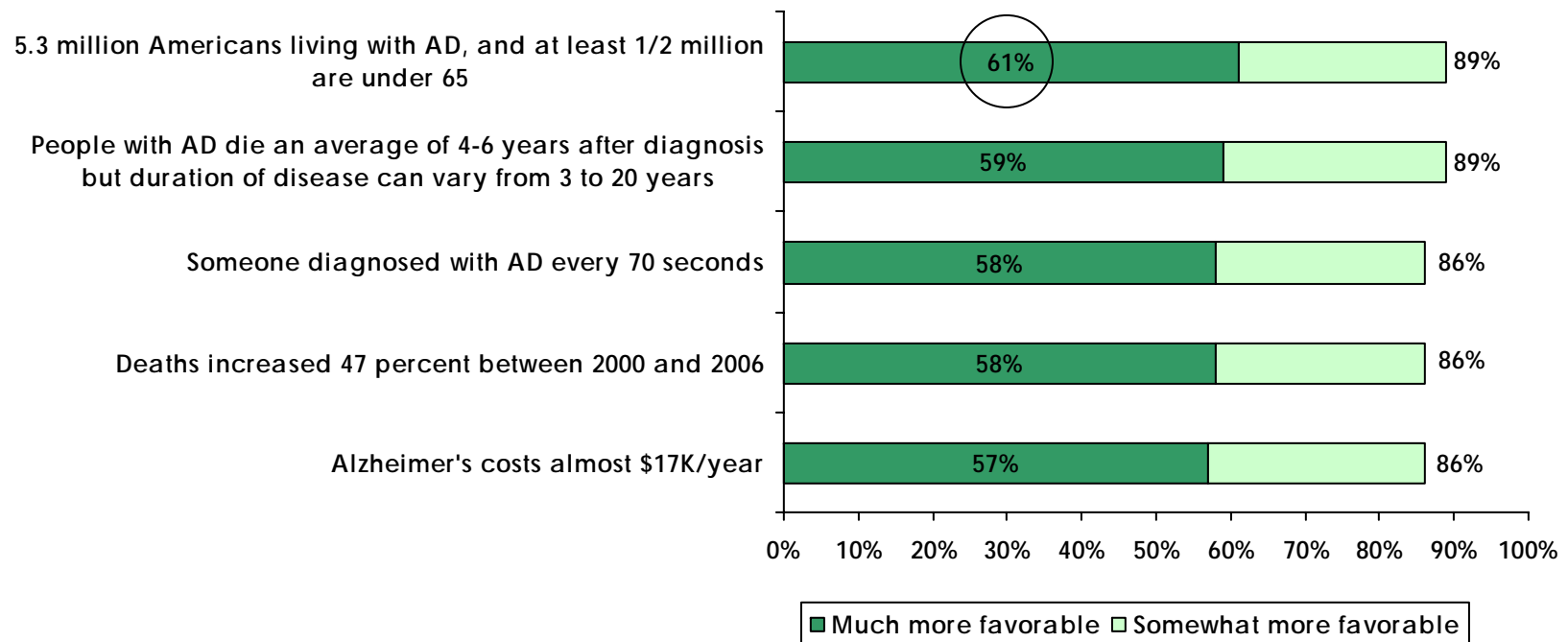




The total number of Americans living with Alzheimer's stands out to voters in Michigan.

Now I am going to read you some different statements. Please tell me if the statement makes you more or less favorable toward urging the FDA to speed up their review process for therapies that will potentially slow, halt or reverse the progression of Alzheimer's disease. [If More/Less Favorable: Is that much/somewhat more/less favorable?]

Michigan





FDA Review Process

Voters support letting patients, doctors and family members rather than the FDA make decisions about Alzheimer's treatments.



In an engaged debate, voters are asked to choose between two statements about Alzheimer's treatments – one about ensuring safety, which may mean treatments take longer to reach the public, and another about speeding up the review process.

Some/other people say that the Food and Drug Administration, or FDA, wants to ensure that all treatments that reach the American public are safe and the review of drugs cannot be sped up without sacrificing safety measures. Additionally, the money budgeted to the FDA is too small to meet current demands. People with Alzheimer's should not be exposed to more risk with experimental drugs. Even for life threatening diseases we need to ensure safety, and this may mean treatments take longer to reach the public.

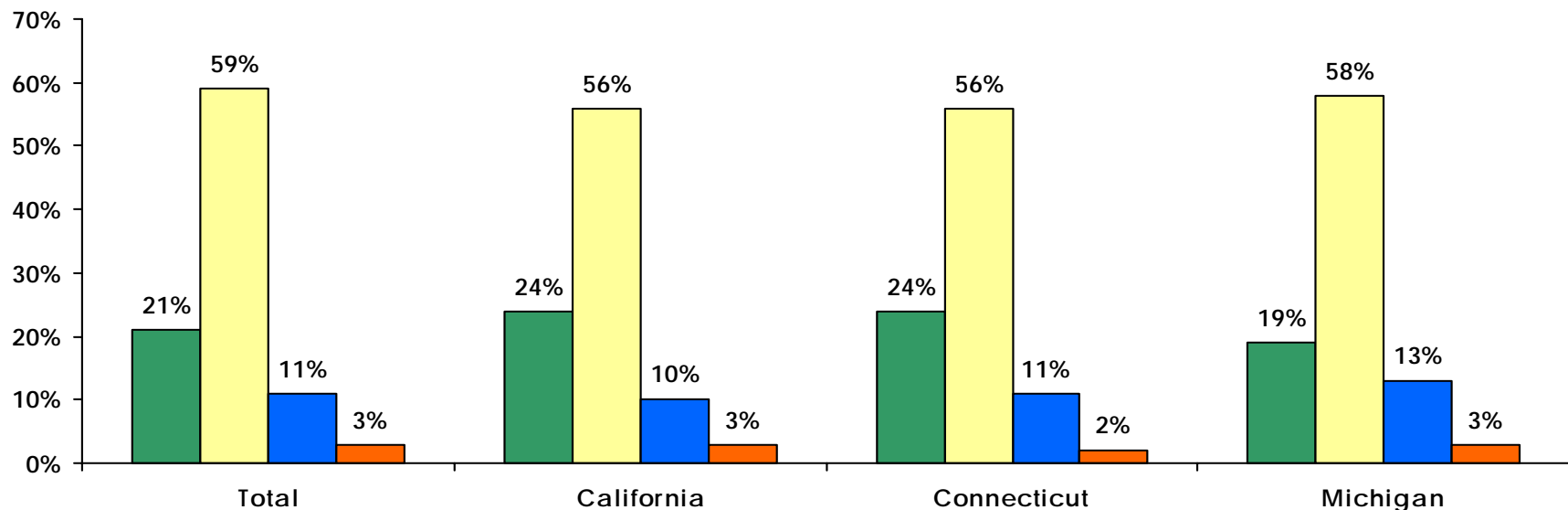
Some/other people say that the Food and Drug Administration, or FDA, has already accelerated review programs for diseases they consider life threatening, like HIV/AIDS and cancer. Speeding up the review does not sacrifice safety and brings promising therapies to patients sooner. Alzheimer's disease is a life threatening disease and the time has come for the FDA to speed up its review process and allow patients, their doctors and their families, not government bureaucrats, to make decisions about treatments.



Voters are more than twice as likely to side with letting patients, their doctors and their families make decisions about Alzheimer's treatments.

All subgroups of voters – nationwide and in the three states – net on the side of letting patients, doctors and families make decisions about treatments.

Which of the following statements comes closer to your own point of view?

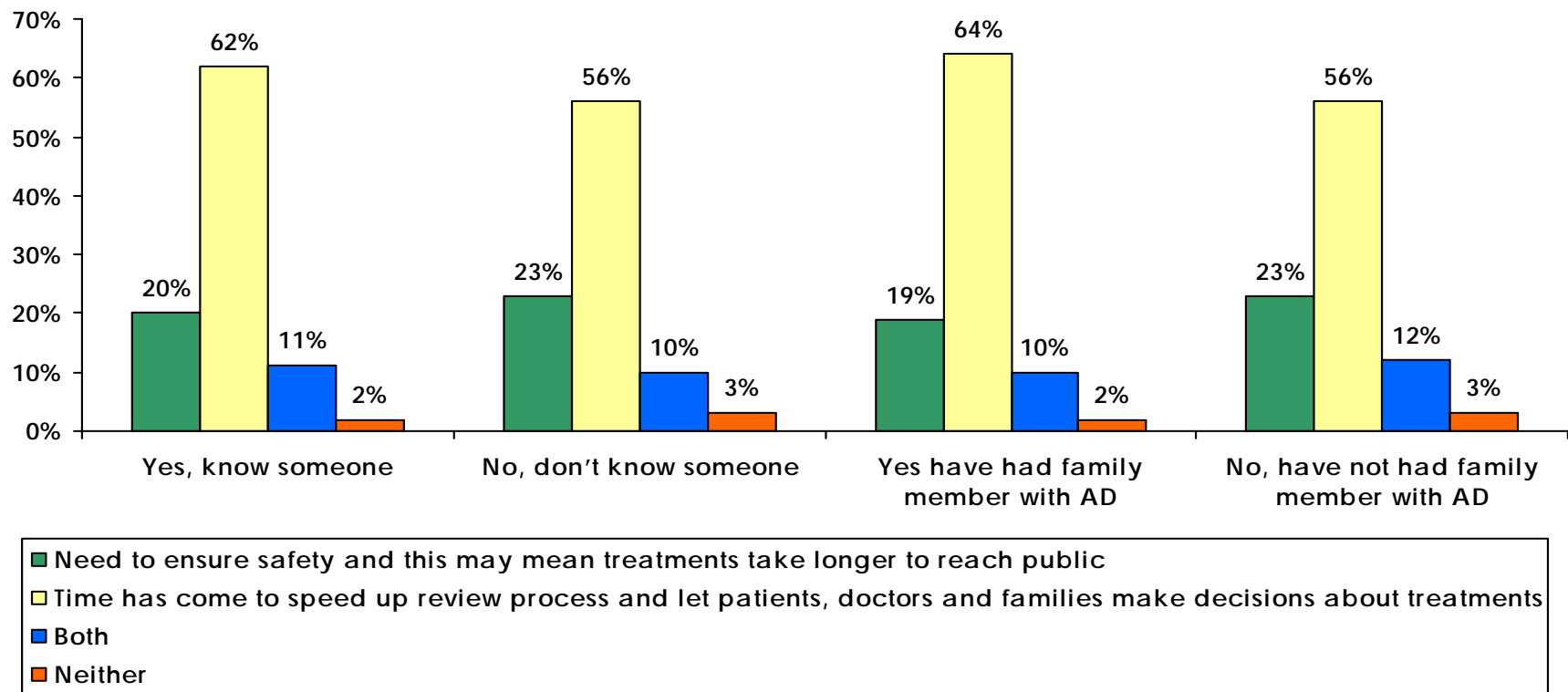


■ Need to ensure safety and this may mean treatments take longer to reach public
■ Time has come to speed up review process and let patients, doctors and families make decisions about treatments
■ Both
■ Neither



Voters who are more familiar with Alzheimer's are more likely to support speeding up the review process, but still over half of those who do not know someone with Alzheimer's also choose this side of the debate.

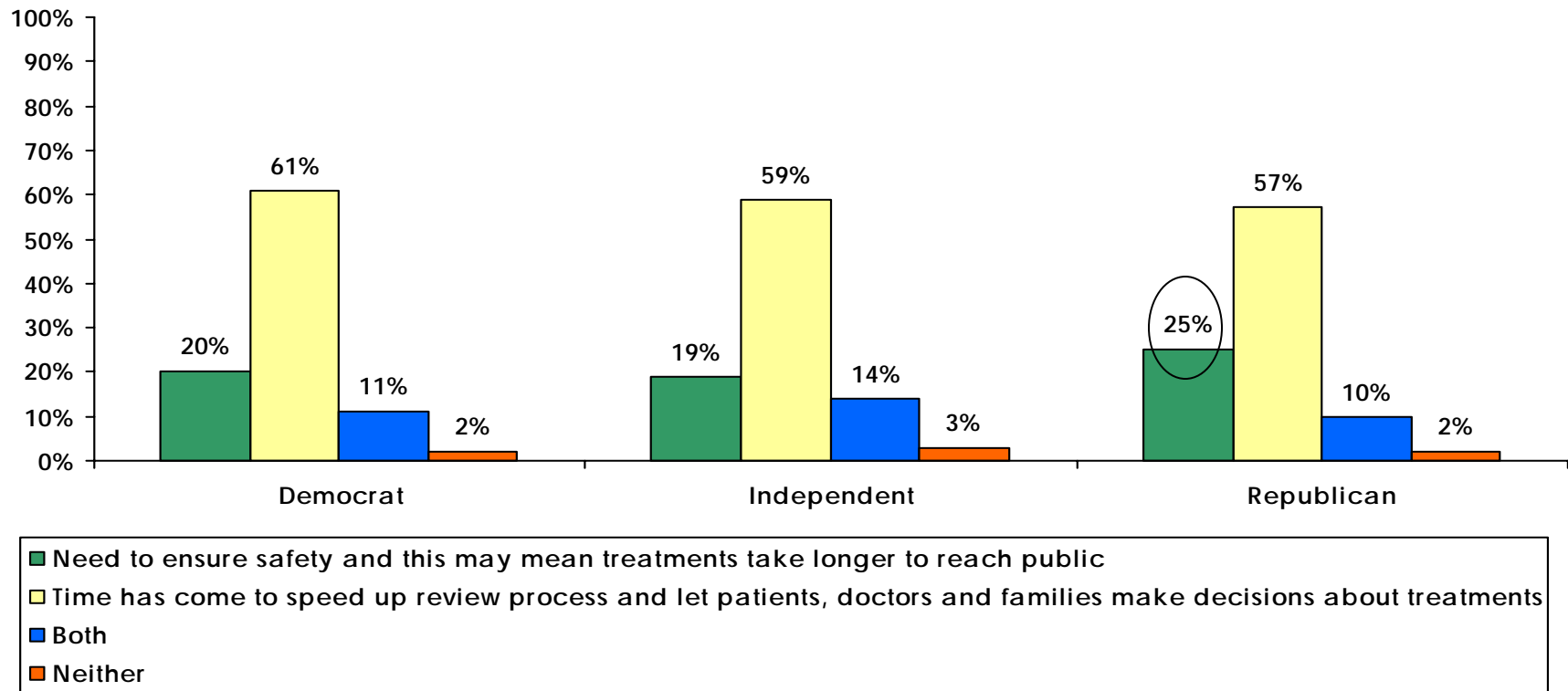
Which of the following statements comes closer to your own point of view?





Republicans are more likely than independents and Democrats to support the need to ensure safety, but, still the majority of Republicans believe the time has come to speed up the review process.

Which of the following statements comes closer to your own point of view?





Transferring decision making to patients, doctors and their families is most persuasive to minority women, among others.

Nationwide, the argument about speeding up the review process/letting patients, their doctors and their families decide is strongest among:

- Voters who are divorced (70 percent)
- African Americans 50+ (69 percent)
- African American women (67 percent)
- Latinas (66 percent)
- Voters with a post-graduate degree (65 percent)
- Northeasterners 50+ (65 percent)
- Mothers (64 percent)



The opposition statement resonates the most among certain subgroups of men. However, it is still the minority position even with these subgroups of voters.

Those most likely to say the argument about ensuring safety is closest to their point of view include:

- Northeasterners under 50 (29 percent)
- Weak Republicans (28 percent)
- Voters in the East South Central region* (28 percent)
- Western men (28 percent)
- College men (26 percent)
- Republican men (26 percent)

* Small n size



In California, Republican men are among the subgroups most likely to side with the argument about ensuring safety over speeding up the review process. In contrast, Republican women are among those most likely to support speeding up the review process.

The argument about speeding up the review process/letting patients, their doctors and their families decide is strongest among:

- Voters in the San Diego region* (68 percent)
- Unmarried women (67 percent)
- Seniors (62 percent)
- Younger Latinos* (62 percent)
- College women (62 percent)
- Republican women (62 percent)
- Older Bay Area voters (62 percent)

Those most likely to say the argument about ensuring safety is closest to their point of view include:

- Republican men (35 percent)
- Men under 50 (33 percent)
- Fathers (33 percent)
- Voters in the Orange County area* (32 percent)
- Latino parents* (31 percent)

* Small n size



While weak Democrats in Connecticut are among the voters most likely to favor speeding up the review process, strong partisans on the Democratic side are among those voters most likely to say the ensuring safety argument resonates with them.

The argument about speeding up the review process/letting patients, their doctors and their families decide is strongest among:

- Weak Democrats* (70 percent)
- Voters in Hartford County (66 percent)
- Republican men* (65 percent)
- Voters ages 40-49 (62 percent)

Those most likely to say the argument about ensuring safety is closest to their point of view include:

- College women (31 percent)
- Strong Democrats (31 percent)
- African Americans* (30 percent)

* Small n size



In Michigan, Republican women are among those most likely to agree with speeding up the review process while Independent men are among those most likely to fall on the side of ensuring safety.

The argument about speeding up the review process/letting patients, their doctors and their families decide is strongest among:

- Republican women* (71 percent)
- Older voters in the West region (70 percent)
- Married women (66 percent)
- Non-college women (65 percent)
- Whites 50+ (64 percent)
- Women without children (64 percent)

Those most likely to say the argument about ensuring safety is closest to their point of view include:

- Independent men* (28 percent)
- White voters in the Wayne region* (28 percent)

* Small n size



Only a minority of voters believe the FDA should use its current procedures and not approve Alzheimer's drugs until they are sure they are either completely safe or risk-free. The rest prefer some modified process for reviewing Alzheimer's treatments.

I believe promising drugs for Alzheimer's disease deserve the same priority status and fast track review by the FDA as promising drugs for other life-threatening diseases.

OR

I believe the FDA should make all possible treatments for Alzheimer's disease available and allow patients and their doctors to decide about the risks and benefits of specific treatments.

OR

I believe the FDA should use its current procedures and not approve Alzheimer's drugs until they are sure _____:

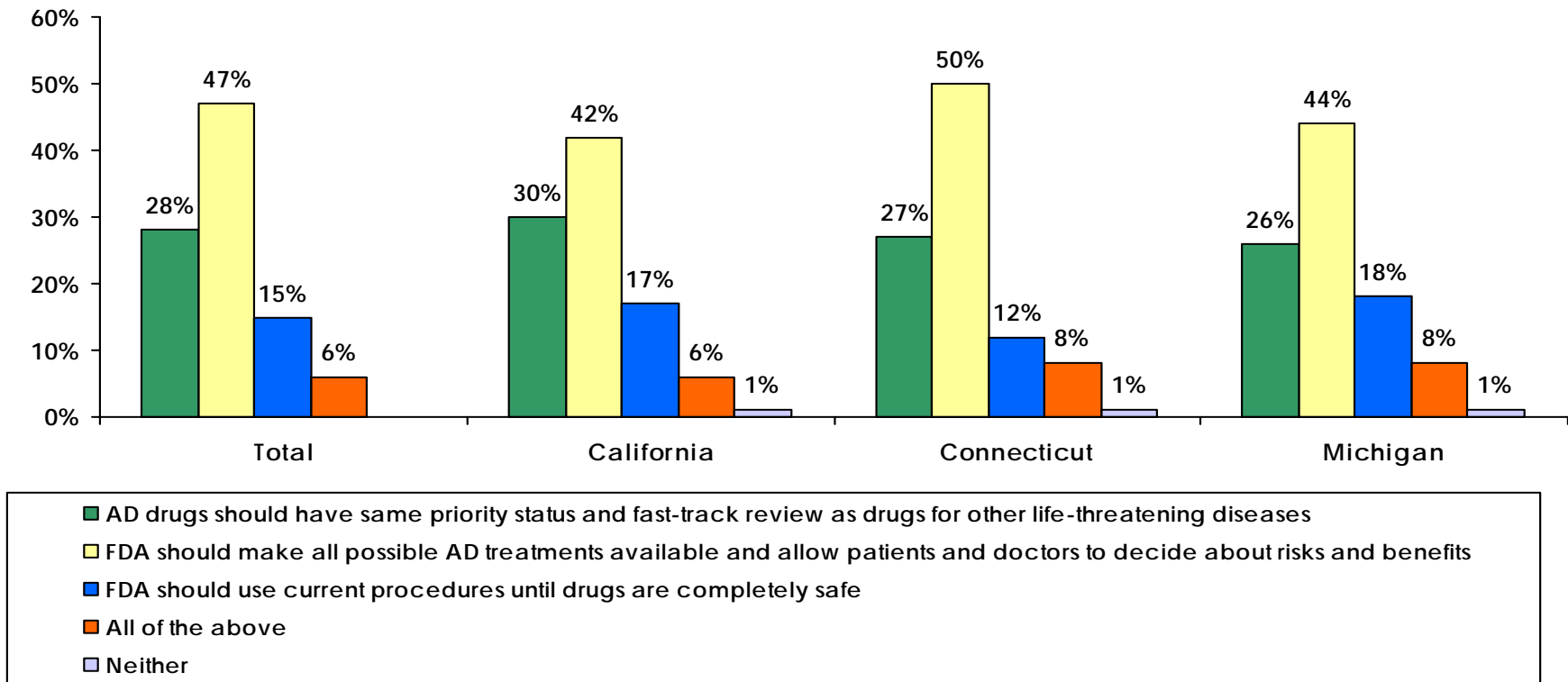
they are completely safe.

they are risk-free.



A plurality of voters nationwide support making all possible Alzheimer's treatments available and letting patients and their doctors make decisions about treatment.

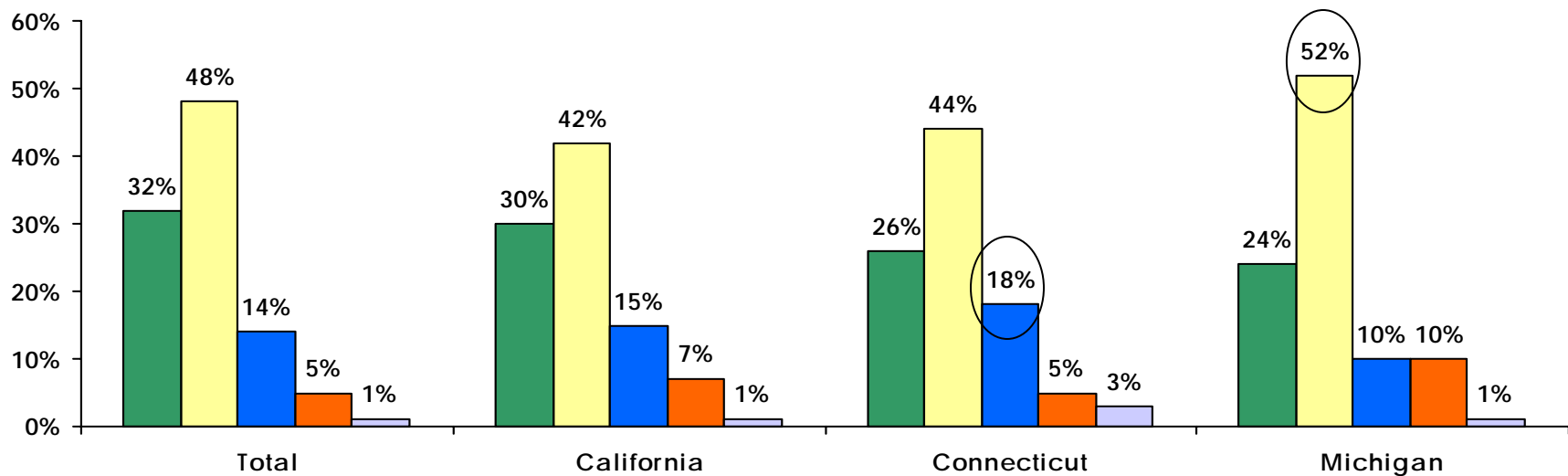
Which of the following statements comes closer to your own point of view?





Similarly, when the language about the drugs being completely safe is replaced with “risk-free,” a plurality to a majority still favor a change in the review process.

Which of the following statements comes closer to your own point of view?



- AD drugs should have same priority status and fast-track review as drugs for other life-threatening diseases
- FDA should make all possible AD treatments available and allow patients and doctors to decide about risks and benefits
- FDA should use current procedures until drugs are risk-free
- All of the above
- Neither



Regardless of language, only about a quarter of voters or less respond to the argument about treatments being “completely safe” or “risk-free.”

- Nationwide, voters who shift towards favoring the government urging the FDA to speed up their review process for Alzheimer’s treatments soundly choose letting patients, doctors and families be the decision makers when one of the alternatives is “completely safe” (fast-track drugs: 22 percent; make all treatments available/patient, doctors, family decides: 58 percent; ensure all drugs are completely safe: 13 percent).
- However, these same voters prove more split when one of the alternatives is about ensuring the drugs are “risk-free” rather than “completely safe” (fast-track drugs: 34 percent; make all treatments available/patient, doctors, family decides: 36 percent; ensure all drugs are risk-free: 16 percent).

* Small n size



Certain subgroups in Connecticut and Michigan vary in their support for using the current procedures for reviewing drugs depending on whether the statement ends with “completely safe” or “risk-free.”

- In California, only a minority of most subgroups of voters believe that treatments should be held up until they are completely safe or risk-free. About one-quarter or less of each subgroup of voters holds this view.
- While only 11 percent of older men in Connecticut respond to the statement about ensuring drugs are completely safe, one in four say that the statement about ensuring drugs are risk-free comes closest to their point of view (26 percent). Overall, the “completely safe” statement resonates with less than twenty percent of any subgroup of voters, and the “risk-free” one with about one-third or less of any subgroup.
- In Michigan, voters under 65 are twice as likely to support the statement about using the current procedures when language about the drugs being “completely safe” is used instead of their being “risk-free” (19 percent to 9 percent). Seniors respond similarly to both statements regardless of language (13 percent and 12 percent).



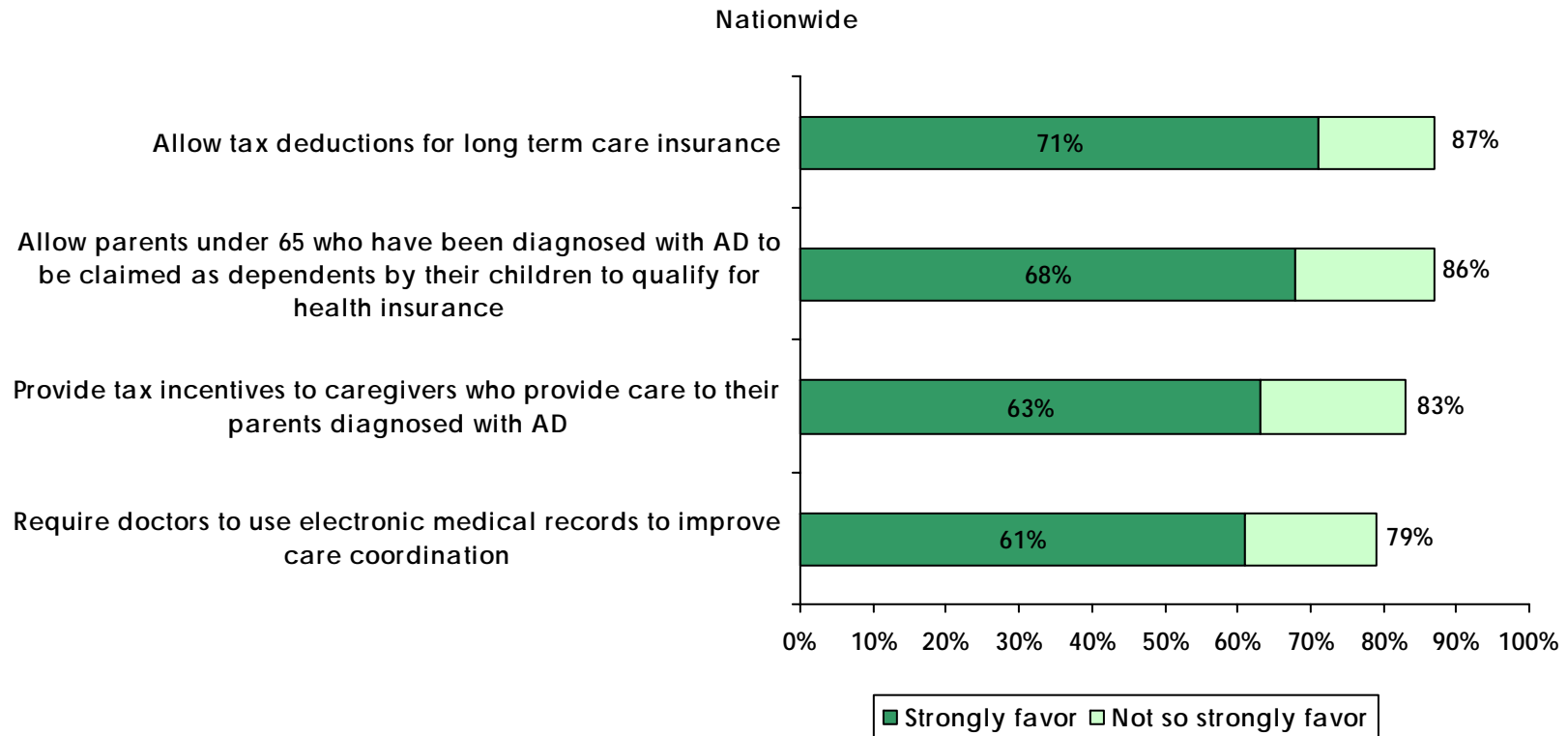
Alzheimer's Proposals and Policies

There is broad support for a range of policies related to Alzheimer's disease and long-term care.



Over two-thirds of voters strongly favor allowing tax deductions for long term care and allowing parents under 65 who have been diagnosed with Alzheimer's to be claimed as dependents by their children. All subgroups net favor these policies.

Now let me read you some different policies and for each one please tell me if you favor or oppose that policy. (all questions split-sampled)





Overall, there is strong support for all of the policies across party lines. However, independents show less intensity than Democrats or Republicans on providing tax incentives to caregivers and requiring doctors to use electronic records.

	% Favor (% Strongly Favor)		
	Democrat	Independent	Republican
Allow tax deductions for long term care insurance	87% (73%)	88% (76%)	85% (63%)
Allow parents under 65 who have been diagnosed with AD to be claimed as dependents by their children to qualify for health insurance	87% (70%)	89% (66%)	83% (65%)
Provide tax incentives to caregivers who provide care to their parents diagnosed with AD	87% (67%)	78% (56%)	83% (62%)
Require doctors to use electronic medical records to improve care coordination	86% (72%)	76% (49%)	74% (56%)



Voters who know someone with Alzheimer's show greater intensity around most of the policies, but still the majority of those who do not know someone with Alzheimer's say they strongly favor each of these policies.

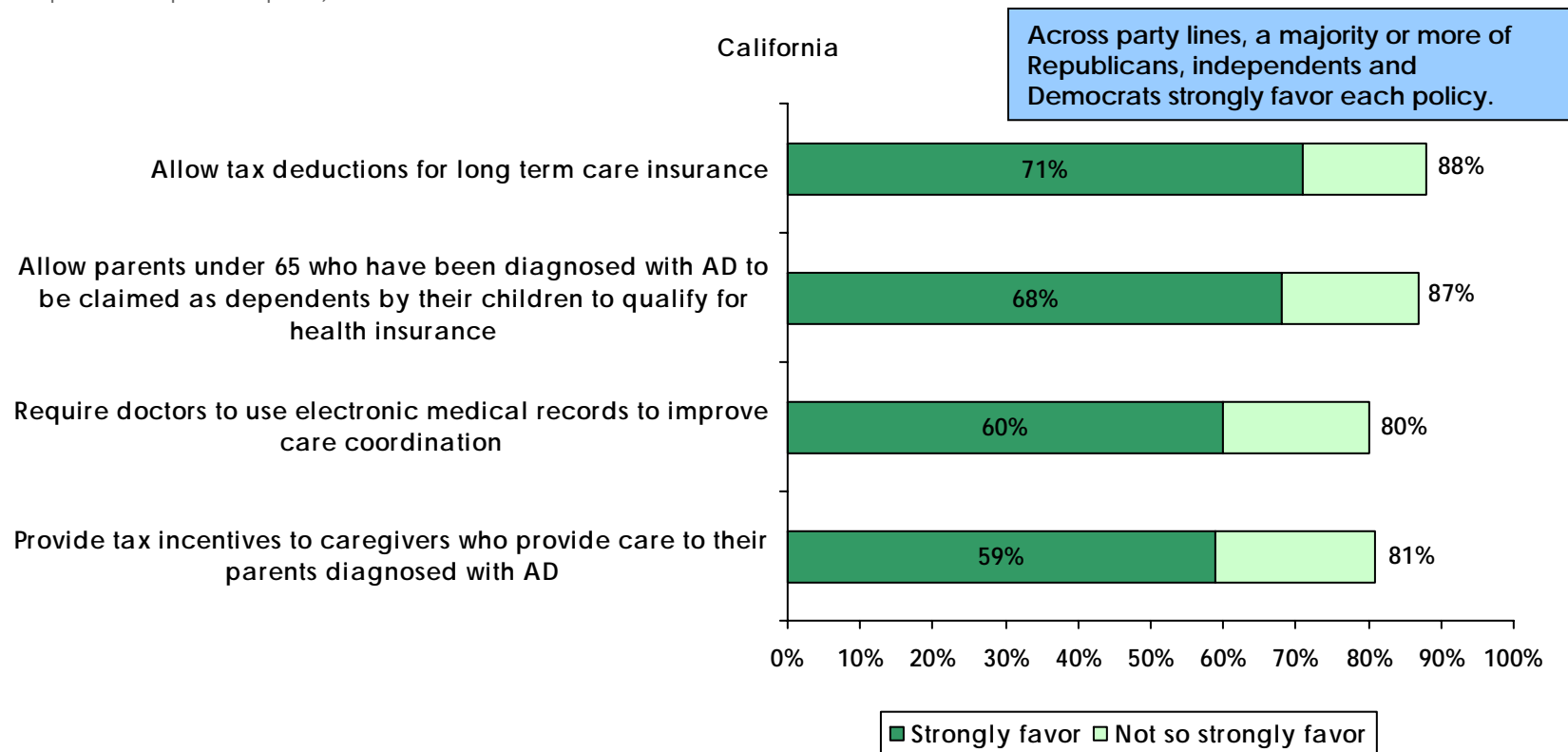
	% Favor (% Strongly Favor)	
	Yes, know someone	No, don't know someone
Allow tax deductions for long term care insurance	88% (74%)	86% (67%)
Allow parents under 65 who have been diagnosed with AD to be claimed as dependents by their children to qualify for health insurance	86% (70%)	87% (66%)
Provide tax incentives to caregivers who provide care to their parents diagnosed with AD	84% (66%)	82% (60%)
Require doctors to use electronic medical records to improve care coordination	78% (64%)	80% (58%)

There is support for each of these policies even among voters who are not involved in any aspect of care for parents or elderly relatives. Sixty percent or more of this subgroup of voters strongly favors each policy, with overall support above 78 percent.



Voters in California show similar levels of support for all four policies.

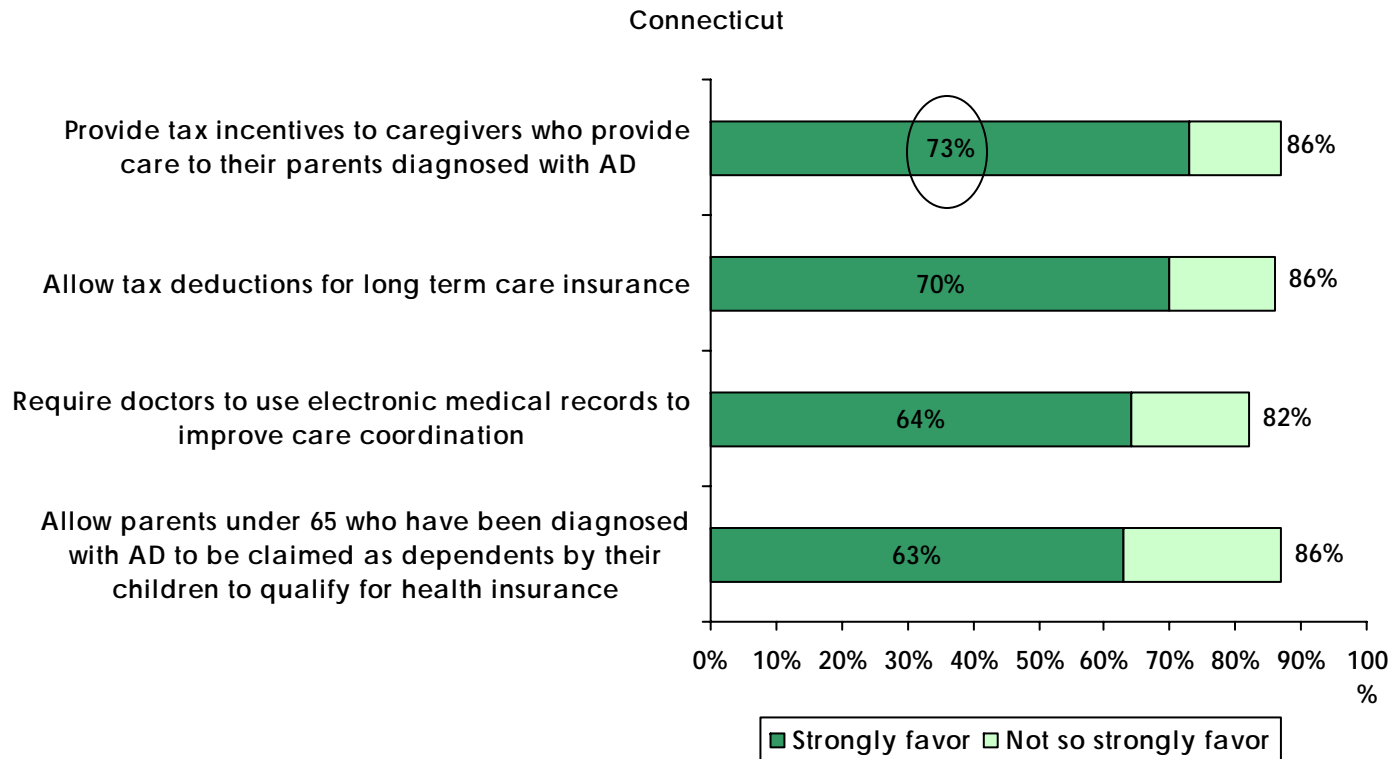
Now let me read you some different policies and for each one please tell me if you favor or oppose that policy. (all questions split-sampled)





Connecticut voters show the greatest intensity around providing tax incentives to caregivers who provide care for their parents diagnosed with Alzheimer's disease.

Now let me read you some different policies and for each one please tell me if you favor or oppose that policy. (all questions split-sampled)

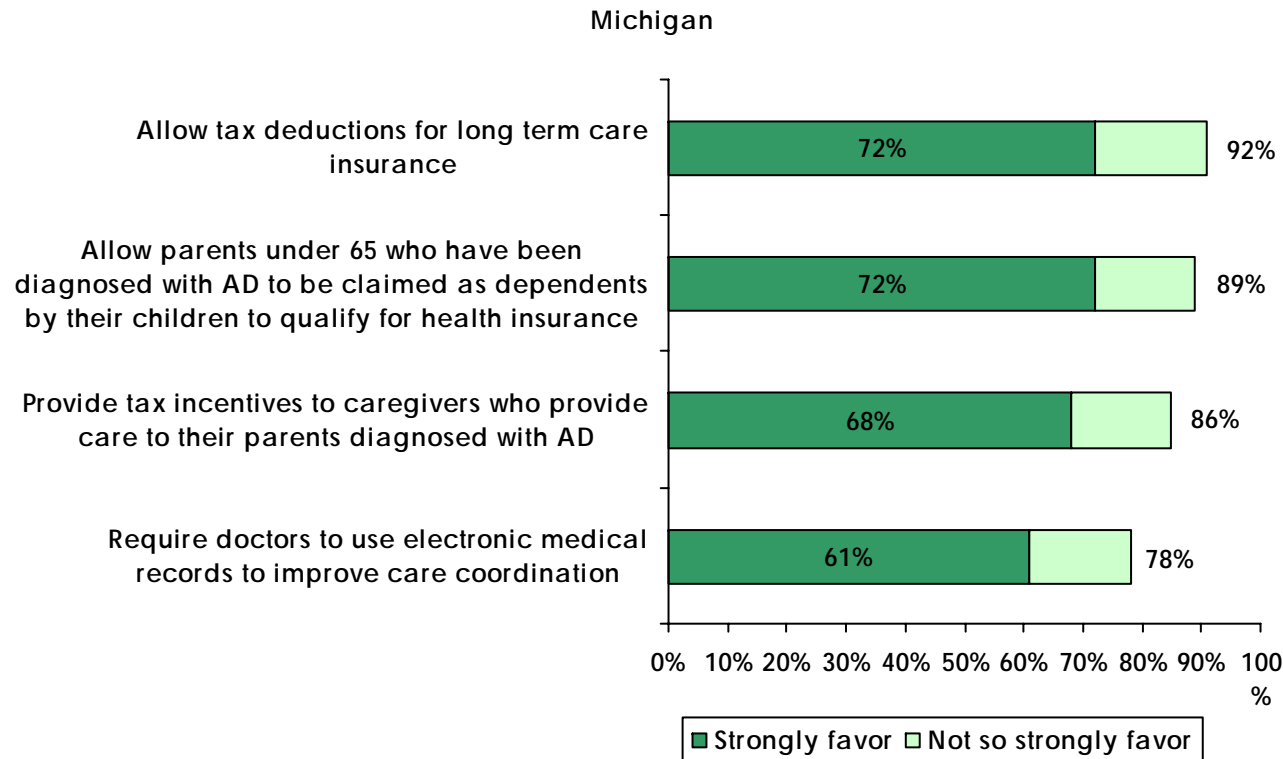


Across party lines, a majority or more of Republicans, independents and Democrats strongly favor each policy. Independents are most likely to strongly favor tax deductions for long term care insurance while Republicans and Democrats are most likely to support the tax incentives for caregivers proposal (73 percent strongly favor, 76 percent, 78 percent, respectively).



Tax deductions for long-term care insurance and allowing parents under 65 who have been diagnosed with Alzheimer's to be claimed as dependents by their children to qualify for health insurance proves popular among Michiganders.

Now let me read you some different policies and for each one please tell me if you favor or oppose that policy. (all questions split-sampled)

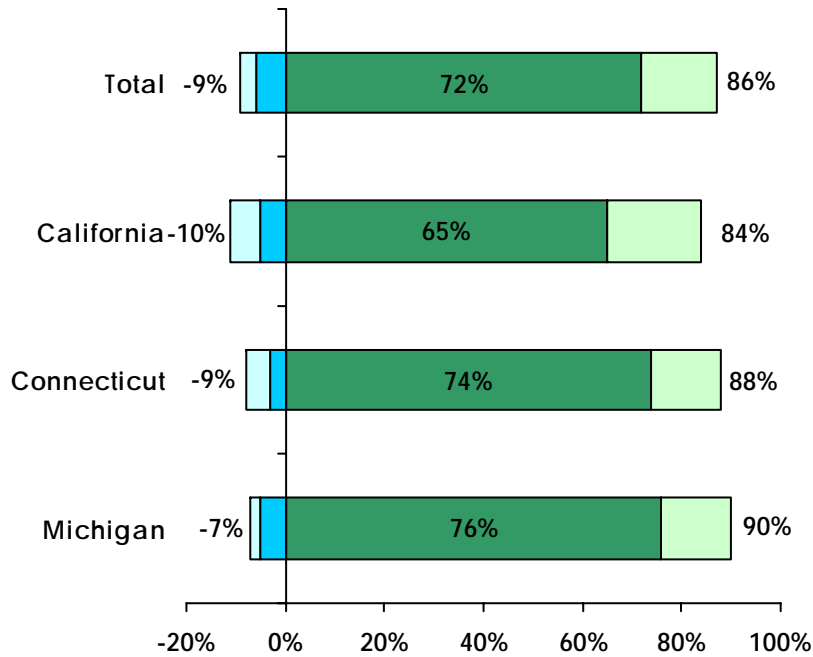


Over fifty percent of Democrats, independents and Republicans strongly favor these proposals. The tax deduction and letting parents under 65 be claimed as dependents are the top proposals among Democrats and independents. Republicans show the greatest intensity around the tax deduction and tax incentive proposals.

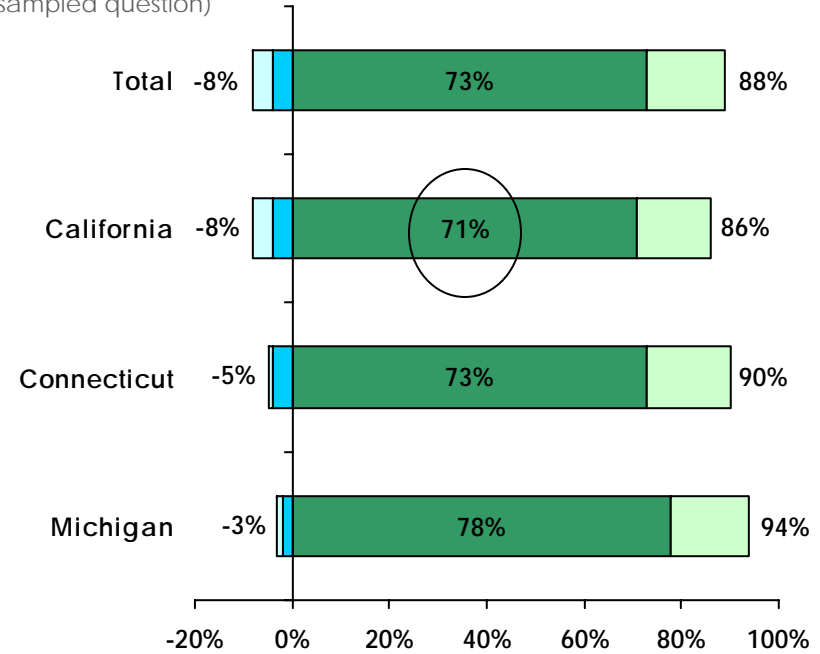


Over seventy percent of voters nationwide strongly favor a proposal to expand Medicare coverage to include Alzheimer's therapies and services in non-traditional settings regardless of language.

Most therapies and services for Alzheimer's disease require that a patient be transported to a hospital or a physician's office to receive treatment. Would you favor or oppose a proposal to expand Medicare coverage to include Alzheimer therapies and services in non-traditional settings, such as a patient's home? (split-sampled question)



Most therapies and services for Alzheimer's disease require that a patient be transported to a hospital or a physician's office to receive treatment. Would you favor or oppose a proposal to expand Medicare coverage to include Alzheimer therapies and services in non-traditional settings, such as a patient's home, to reduce the number of visits to a hospital or physician? (split-sampled question)



■ Strongly oppose
 ■ Not so strongly oppose
 ■ Strongly favor
 ■ Not so strongly favor



Nationwide, all subgroups of voters net favor expanding Medicare coverage to include Alzheimer's treatments and services in non-traditional settings, such as a patient's home.

- Regardless of whether or not language about reducing the number of visits to a hospital or physician is included, all subgroups of voters net favor a proposal to expand Medicare coverage to include Alzheimer therapies and services in non-traditional settings, such as a patient's home (without language: +78; with language: +80).
- Voters under 65 are more likely than seniors to strongly favor expanding Medicare to reduce the number of visits to a hospital or physician (under 65: 89 percent favor, 76 percent strongly favor; 65+: 84 percent, 61 percent). However, when language about reducing the number of visits is excluded, support between these two age cohorts proves similar, and intensity is higher among seniors than with the phrase about reducing the number of visits (under 65: 87 percent, 72 percent; 65+: 86 percent, 72 percent).
- There is support across party lines for this proposal, and intensity is high for Republicans, independents and Democrats with and without language about reducing the number of visits. Independents are more likely to strongly favor the proposal when this language is included, but still, almost two-thirds strongly favor it without being given information about what the proposal would accomplish relative to medical visits.
 - Without language: Democrat – 89 percent favor, 79 percent strongly favor; Independent – 80 percent, 65 percent; Republican – 88 percent, 69 percent
 - With language: Democrat – 90 percent favor, 76 percent strongly favor; Independent – 92 percent, 73 percent; Republican – 84 percent, 68 percent



In California, including language about how expanding Medicare coverage to include therapies and services in non-traditional settings would reduce the number of physician and hospital visits draws greater intensity of support among men.

- All subgroups of California voters net favor expanding Medicare coverage to include Alzheimer's therapies and services in non-traditional settings, such as a patient's home (without language: +74; with language: +78).
- While women are consistent in their support, men prove more likely to strongly favor this proposal when language about reducing hospital or physician visits is included (without language: men – 83 percent favor, 56 strongly favor; women – 86 percent, 74 percent; with language: men – 87 percent, 70 percent; women – 85 percent, 72 percent).
- Across party lines, Democrats and independents are more likely to strongly favor the proposal when language about reducing visits is mentioned. Republicans, however, show similar levels of support regardless of whether or not information about the visits is provided to them.
 - Without language: Democrat – 88 percent favor, 68 percent strongly favor; Independent – 88 percent, 62 percent; Republican – 78 percent, 62 percent
 - With language: Democrat – 90 percent favor, 75 percent strongly favor; Independent – 87 percent, 76 percent; Republican – 79 percent, 60 percent

* Small n size



Though both seniors and those under the age of 65 in Connecticut support a proposal to expand Medicare coverage, intensity is higher among those under 65.

- All subgroups of Connecticut voters net favor expanding Medicare coverage to include Alzheimer therapies and services in non-traditional settings, such as a patient's home (without language: +79; with language: +85).
- Voters under 65 are more likely than seniors to strongly favor this proposal regardless of whether language about the number of hospital or physician visits is included (without language: under 65 – 87 percent favor, 76 percent strongly favor; 65+ – 89 percent, 69 percent; with language: under 65 – 91 percent favor, 76 percent strongly favor; 65+: 88 percent, 66 percent).
- Democrats and Republicans* show greater intensity for this proposal when language about medical visits is excluded. Independents, however, prove more likely to strongly favor the proposal when information about reducing the number of hospital or physician visits is part of the question.
 - Without language: Democrat – 91 percent favor, 80 percent strongly favor; Independent – 85 percent, 73 percent; Republican – 88 percent, 75 percent
 - With language: Democrat – 89 percent favor, 71 percent strongly favor; Independent – 91 percent, 79 percent; Republican – 91 percent, 68 percent

* Small n size



Across party lines in Michigan, almost two-thirds or more strongly favor expansion of Medicare to cover Alzheimer's treatments in non-traditional settings.

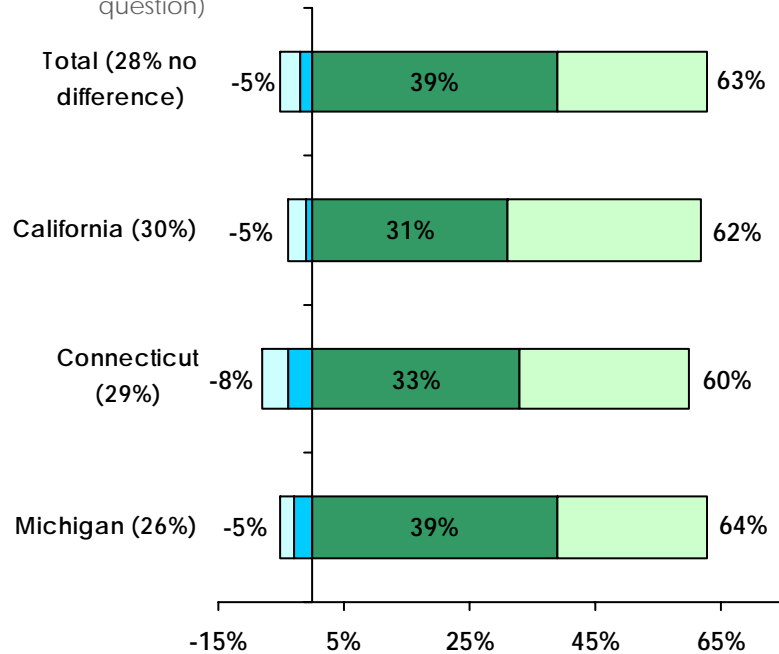
- In Michigan, all subgroups of voters net favor expanding Medicare coverage to include Alzheimer's treatments in non-traditional settings (without language: +76; with language: +91).
- Democrats show greater intensity of support for the proposal without information about reducing the number of visits to a hospital or physician. Republicans and independents* prove more likely to favor the proposal, both overall support and intensity of support, with this information.
 - Without language: Democrat – 95 percent favor, 83 percent strongly favor; Independent – 85 percent, 65 percent; Republican – 89 percent, 75 percent
 - With language: Democrat – 91 percent favor, 75 percent strongly favor; Independent – 93 percent, 78 percent; Republican – 97 percent, 80 percent

* Small n size

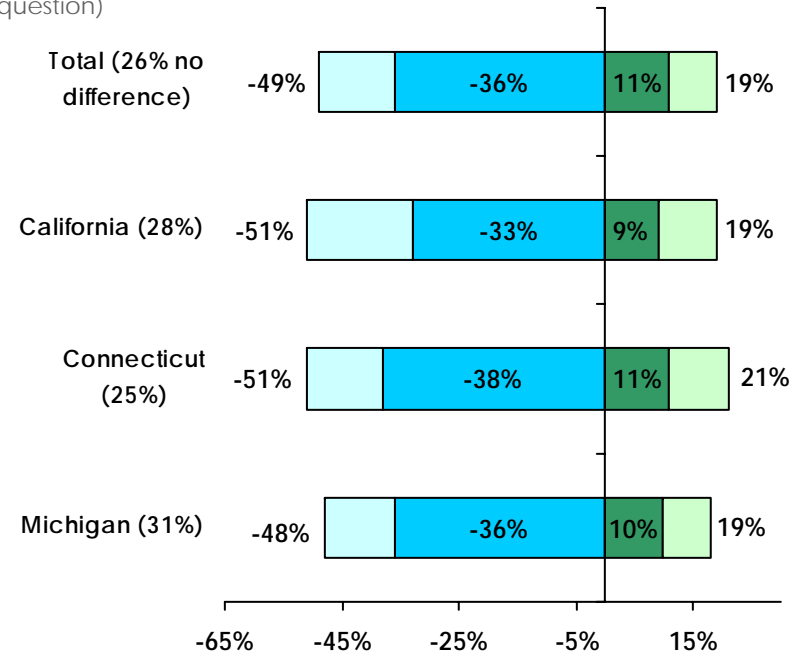


Overall, voters are willing to reward a candidate for a favorable position on speeding up the review of Alzheimer's treatments and also to punish a candidate for an unfavorable position on this issue.

If a candidate for elected office came out in favor of urging the FDA to speed up their review of therapies that will slow or reverse Alzheimer's disease, would that make you more or less likely to vote for that candidate or wouldn't it make a difference? [If more/less likely, Ask: Is that much/somewhat?] (split-sampled question)



If a candidate for elected office came out against urging the FDA to speed up their review of therapies that slow or reverse Alzheimer's disease, would that make you more or less likely to vote for that candidate or wouldn't it make a difference? [If more/less likely, Ask: Is that much/somewhat?] (split-sampled question)

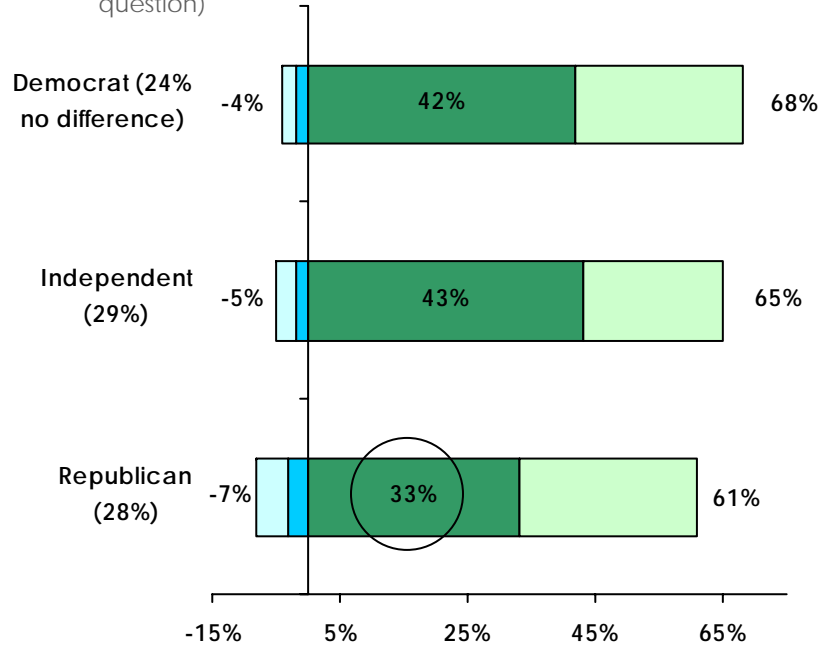


■ Much less likely
 ■ Somewhat less likely
 ■ Much more likely
 ■ Somewhat more likely

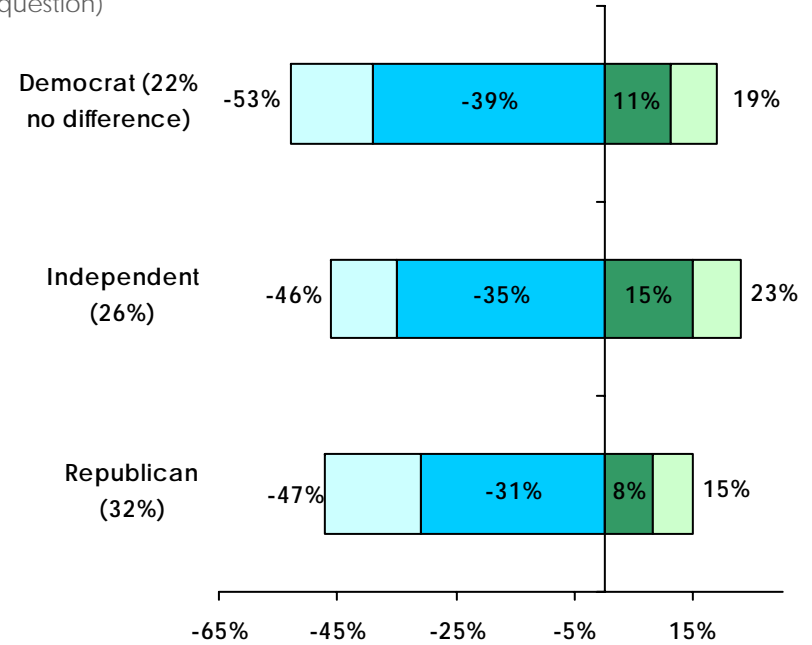


Republicans are less likely than independents and Democrats to reward a candidate who supports speeding up the review of Alzheimer's treatments.

If a candidate for elected office came out in favor of urging the FDA to speed up their review of therapies that will slow or reverse Alzheimer's disease, would that make you more or less likely to vote for that candidate or wouldn't it make a difference? [If more/less likely, Ask: Is that much/somewhat?] (split-sampled question)



If a candidate for elected office came out against urging the FDA to speed up their review of therapies that slow or reverse Alzheimer's disease, would that make you more or less likely to vote for that candidate or wouldn't it make a difference? [If more/less likely, Ask: Is that much/somewhat?] (split-sampled question)



■ Much less likely
 ■ Somewhat less likely
 ■ Much more likely
 ■ Somewhat more likely



Nationwide, unmarried men and men living in the South are among those most likely to reward a candidate who favors this position.

- Nationwide, those most likely to **reward** a candidate who favors urging the FDA to speed up their review of therapies that will slow or reverse Alzheimer's disease include unmarried men* (53 percent much more likely), Southern men (46 percent), non-college men (45 percent), and strong Democrats (44 percent). Fathers* (41 percent no difference), women in the Western region* (35 percent), women under 50 (34 percent), Independent women* (34 percent), and voters with a post-graduate degree (33 percent) are most likely to say it would not make a difference.
- African Americans* (45 percent much less likely), Southern women (45 percent), seniors (44 percent), Democratic women (43 percent), and college women (41 percent) are most likely to say they would **punish** a candidate who came out against urging the FDA to speed up their review of therapies that slow or reverse Alzheimer's disease.
- Men are more likely than women to say a candidate's position against speeding up review of Alzheimer's disease **would not make a difference** (33 percent no difference to 21 percent). In particular, fathers* (40 percent), men under 50 (37 percent), college men (37 percent) are most likely to say a candidate's position on this issue **would not impact** how they vote.

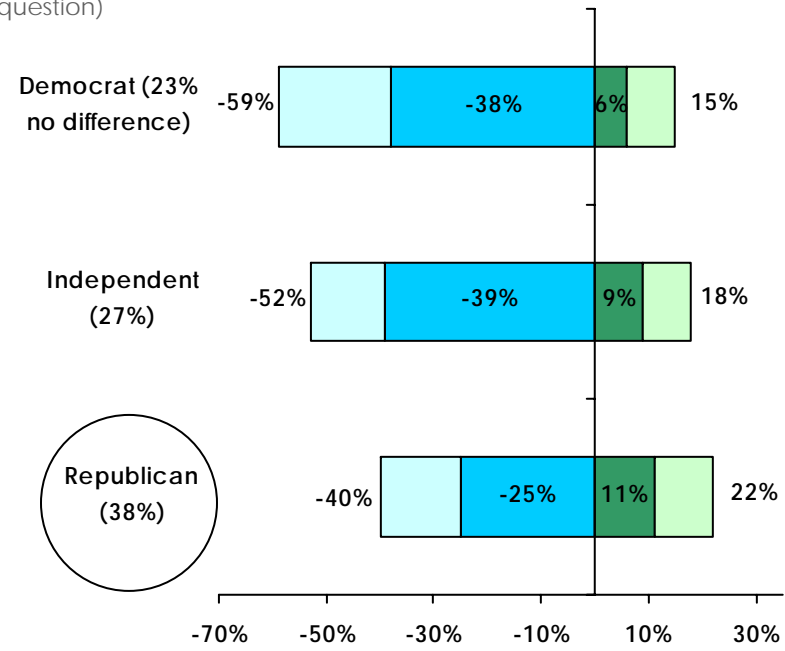
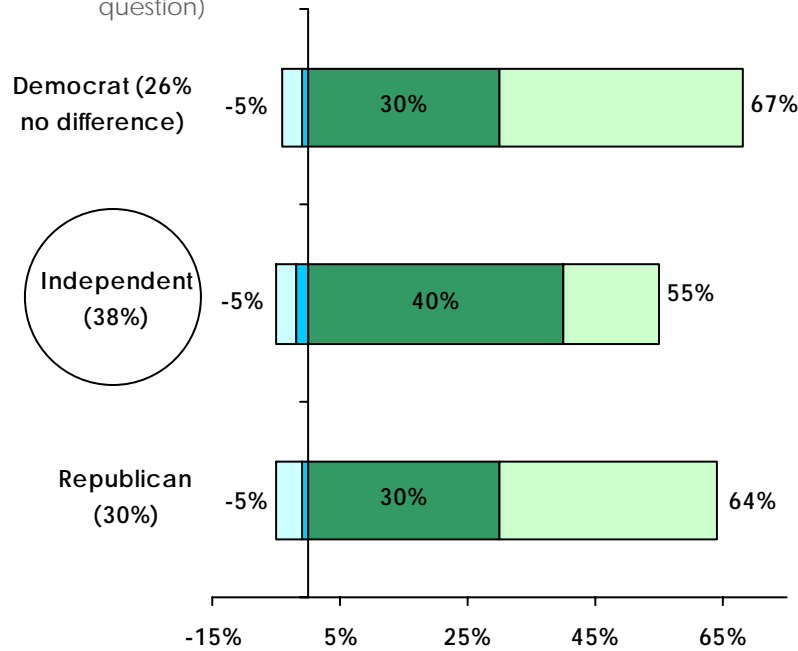
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In California, a majority of all partisan groups would reward a candidate who favors this change. Independents prove more indifferent to a candidate being in favor of urging the FDA to speed up review of Alzheimer's treatments while Republicans show similar levels of indifference around a candidate being against this issue.

If a candidate for elected office came out in favor of urging the FDA to speed up their review of therapies that will slow or reverse Alzheimer's disease, would that make you more or less likely to vote for that candidate or wouldn't it make a difference? [If more/less likely, Ask: Is that much/somewhat?] (split-sampled question)

If a candidate for elected office came out against urging the FDA to speed up their review of therapies that slow or reverse Alzheimer's disease, would that make you more or less likely to vote for that candidate or wouldn't it make a difference? [If more/less likely, Ask: Is that much/somewhat?] (split-sampled question)



■ Much less likely □ Somewhat less likely ■ Much more likely □ Somewhat more likely



In California, unmarried women say they would be willing to both reward and punish a candidate based on their position on this issue.

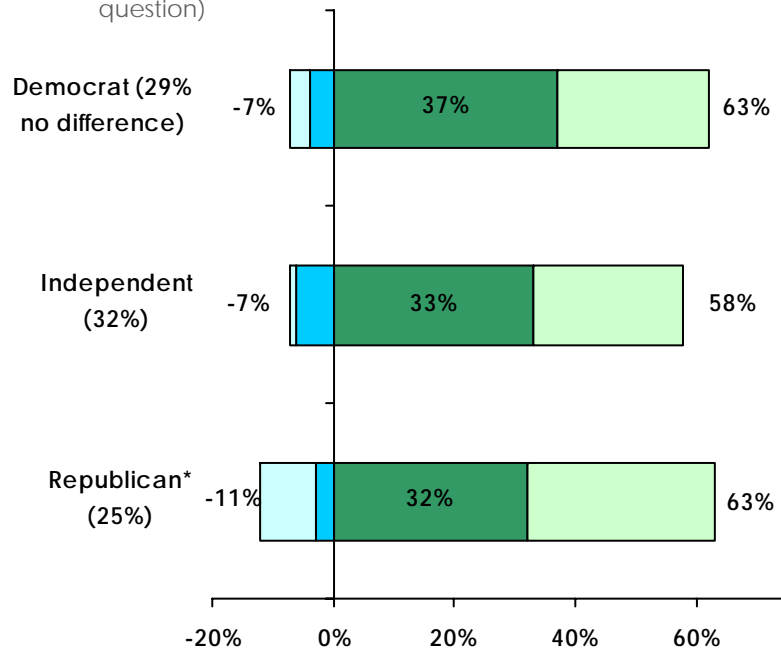
- Seniors (43 percent much more likely), voters in the LA County region (43 percent), independents (40 percent), unmarried women (38 percent) are most likely to **reward** a candidate for supporting speeding up the review of Alzheimer's treatments. Independents are also among those most likely to say this would not make a difference in how they voted (38 percent). In addition, married women (36 percent) are more likely than voters overall to say that a candidate's position on urging the FDA to speed up the review process of Alzheimer's therapies **would not make a difference**.
- Those most likely to **punish** a candidate who votes against speeding up the review of Alzheimer's therapies include women under 50* (45 percent), unmarried women (43 percent), women without children (41 percent), voters ages 50-64 (40 percent), and independents (39 percent). Strong Republicans* (38 percent), white parents* (36 percent), men under 50* (34 percent) and college men* (34 percent) are most likely to say this position **would not make a difference** in their support for a candidate.

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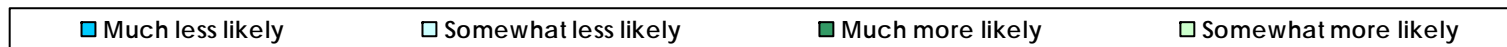
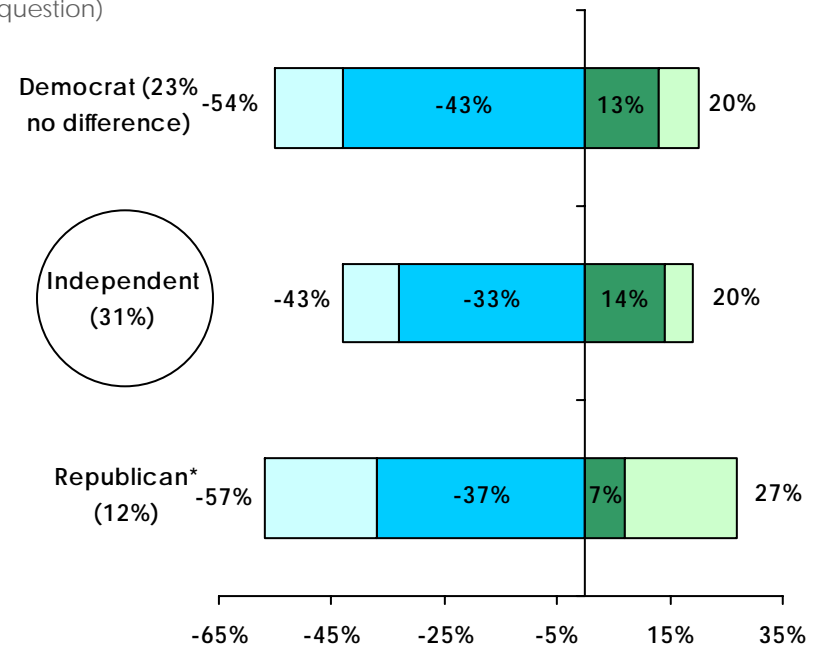


In Connecticut, all three partisan groups would reward a candidate who supported the change. Independents are more likely than their Republican and Democrat counterparts to say that a candidate coming out against speeding up the review of Alzheimer's therapies would not affect their vote.

If a candidate for elected office came out in favor of urging the FDA to speed up their review of therapies that will slow or reverse Alzheimer's disease, would that make you more or less likely to vote for that candidate or wouldn't it make a difference? [If more/less likely, Ask: Is that much/somewhat?] (split-sampled question)



If a candidate for elected office came out against urging the FDA to speed up their review of therapies that slow or reverse Alzheimer's disease, would that make you more or less likely to vote for that candidate or wouldn't it make a difference? [If more/less likely, Ask: Is that much/somewhat?] (split-sampled question)



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Unmarried women in Connecticut are more likely than voters overall to support a candidate with a favorable position on urging the FDA to speed up review of Alzheimer's treatments.

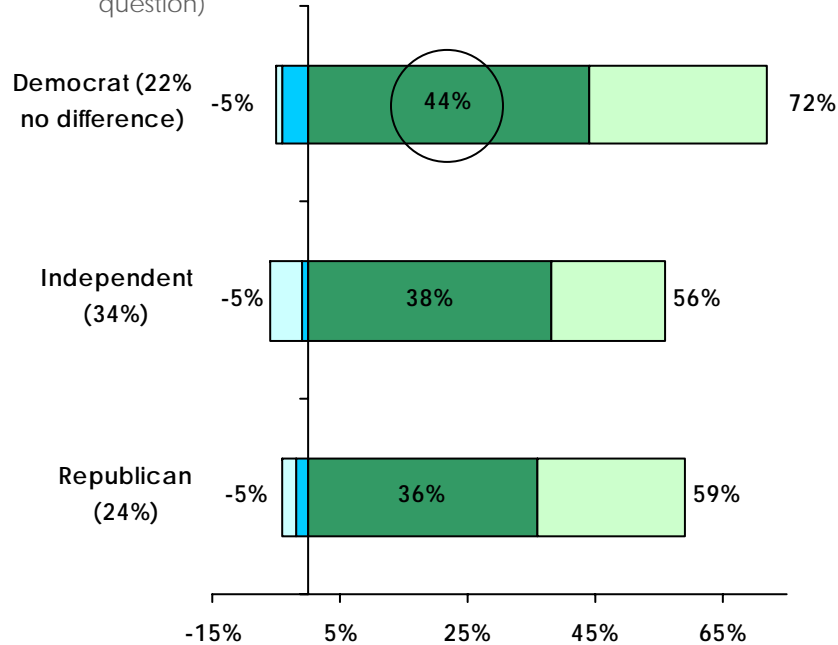
- Among Connecticut voters, those most likely to **reward** a candidate for coming out in support of urging the FDA to speed up the review of Alzheimer's treatments include strong Democrats* (43 percent much more likely) and seniors (41 percent). Voters in New Haven and Hartford counties are more likely than those in Fairfield and the rest of the state to be affected by a candidate's position on this issue (26 percent no difference, 25 percent, 35 percent, and 32 percent, respectively).
- Unmarried men* (52 percent much less likely), voters 50 and up (47 percent), non-college grads (46 percent) – especially men (48 percent) – are most likely to say they would **punish** a candidate for his or her position on this issue. College women (36 percent), women under 50 (35 percent) and independents* (31* percent) are most likely to say it would make no difference.

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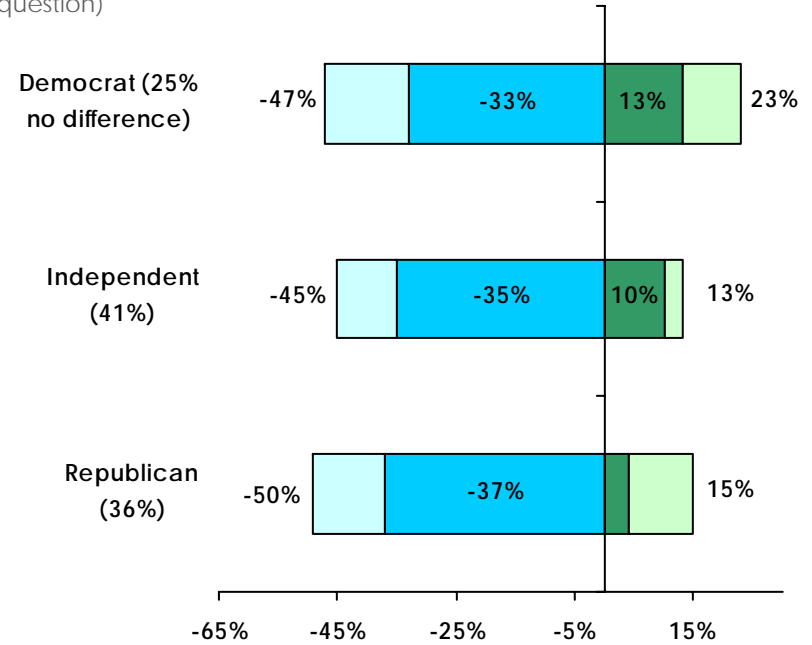


Democrats in Michigan are more likely to reward a candidate who supports speeding up the review of Alzheimer's treatments than they are to punish a candidate who comes out against this issue. Republicans and independents show similar intensity on both sides.

If a candidate for elected office came out in favor of urging the FDA to speed up their review of therapies that will slow or reverse Alzheimer's disease, would that make you more or less likely to vote for that candidate or wouldn't it make a difference? [If more/less likely, Ask: Is that much/somewhat?] (split-sampled question)



If a candidate for elected office came out against urging the FDA to speed up their review of therapies that slow or reverse Alzheimer's disease, would that make you more or less likely to vote for that candidate or wouldn't it make a difference? [If more/less likely, Ask: Is that much/somewhat?] (split-sampled question)



■ Much less likely
 ■ Somewhat less likely
 ■ Much more likely
 ■ Somewhat more likely



Almost half of Michigan seniors say they would be much more likely to vote for a candidate who came out in favor of the FDA's speeding up their review of therapies that would slow or reverse Alzheimer's disease.

- Seniors in Michigan are among those most likely to say they would **reward** a candidate who supported the FDA speeding up their review while those under 65 are among those most likely to say a candidate's position on this issue **would make no difference** (49 percent much more likely for seniors, 31 percent no difference for <65).
- In addition to seniors, strong partisans (strong Democrats*: 50 percent much more likely; strong Republicans* 44 percent), voters with a high school diploma or less (48 percent), and married women (47 percent) are also more likely than voters overall to say they would be more inclined to support a candidate who had a favorable position on speeding up the FDA's review process for Alzheimer's treatments. Married men (35 percent) are among those most likely to say it would not make a difference.
- Those most likely to say **they would be less inclined to support a candidate who came out against urging the FDA's speeding up the review process for Alzheimer's treatments** include voters who have had a family member with Alzheimer's disease (44 percent much less likely) and men without children (43 percent), independents (41 percent), married women (37 percent) and non-college men (37 percent) are most likely to say this **would not make a difference** in their voting decision.

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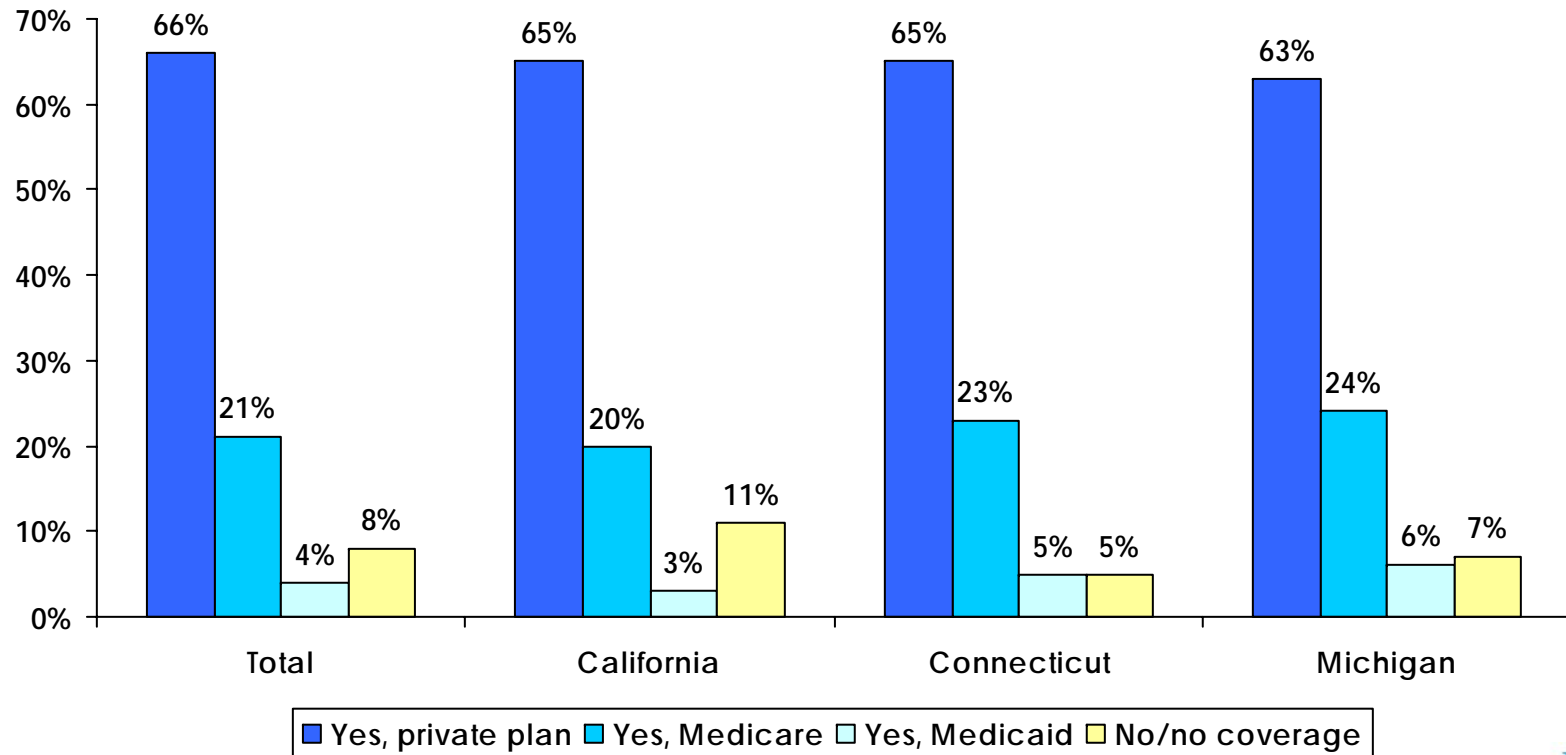
Demographics

Voters who know someone with Alzheimer's disease are more likely than those who do not know someone with Alzheimer's to be involved in helping manage, pay for and/or provide care for parents or other elderly relatives.



Private health coverage is most common among those surveyed, with another quarter covered by Medicaid or Medicare.

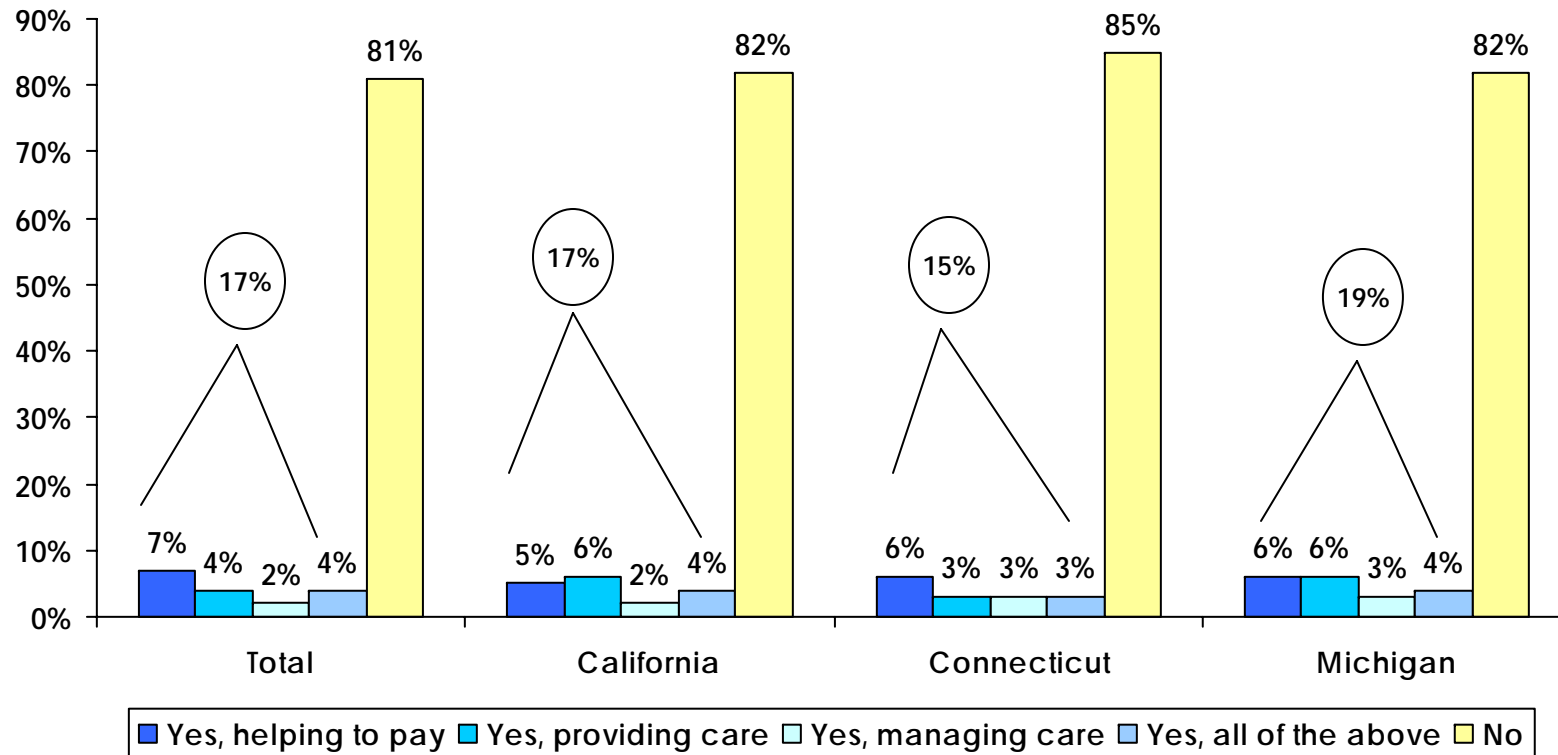
Thinking about your personal health care situation, do you have a health plan, that is, are you covered by a private insurance plan or by a government plan, like Medicare or Medicaid, or do you not have health insurance coverage?





Most voters are not involved in the care of their parents or other elderly relatives.

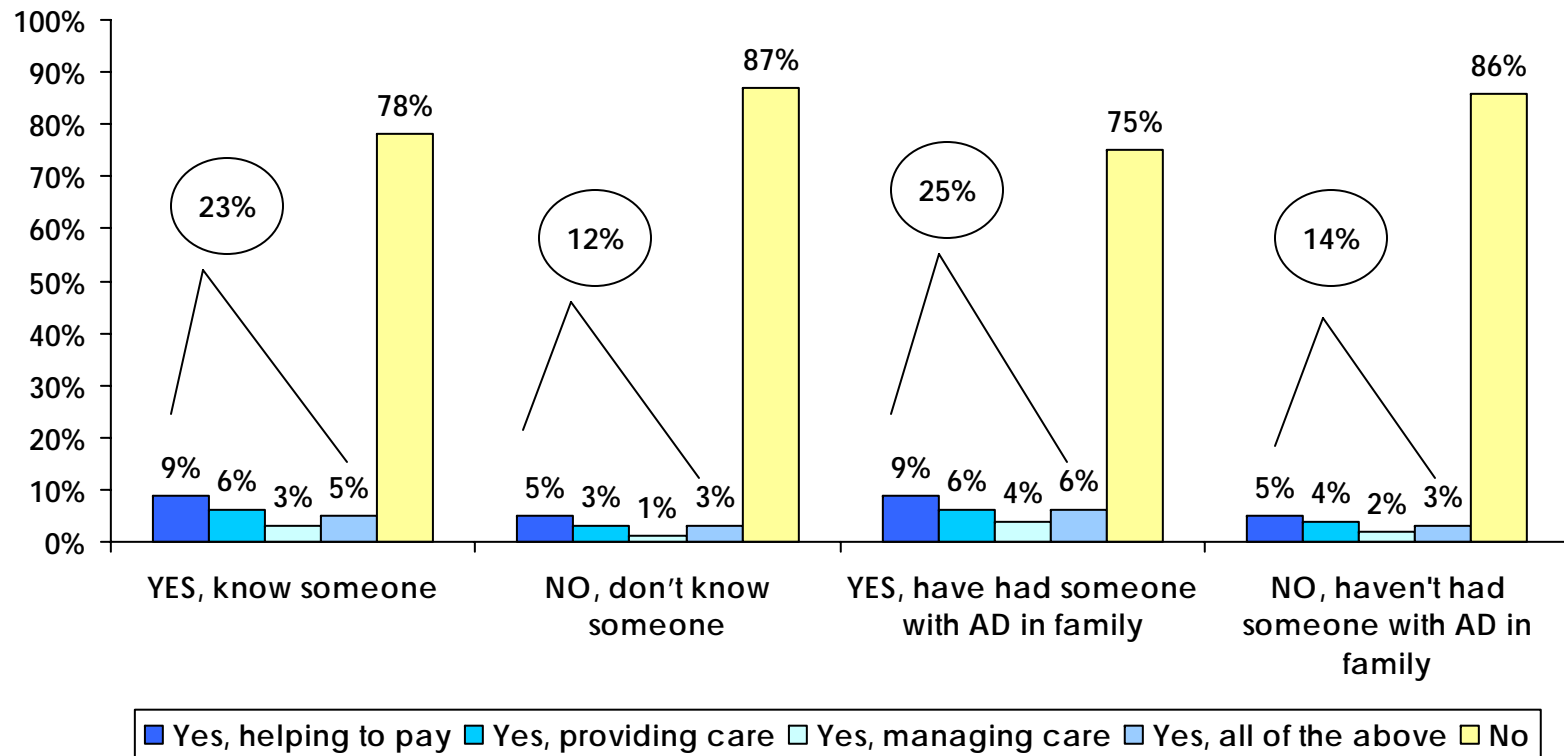
Are you currently helping to pay for, provide or manage care to your parents or other elderly relatives?
[SELECT ALL THAT APPLY]





Among voters nationwide, those who have more familiarity with Alzheimer's – either because they know someone with the disease or have had a family member with Alzheimer's – are more likely to be involved in some aspect of care for a family member.

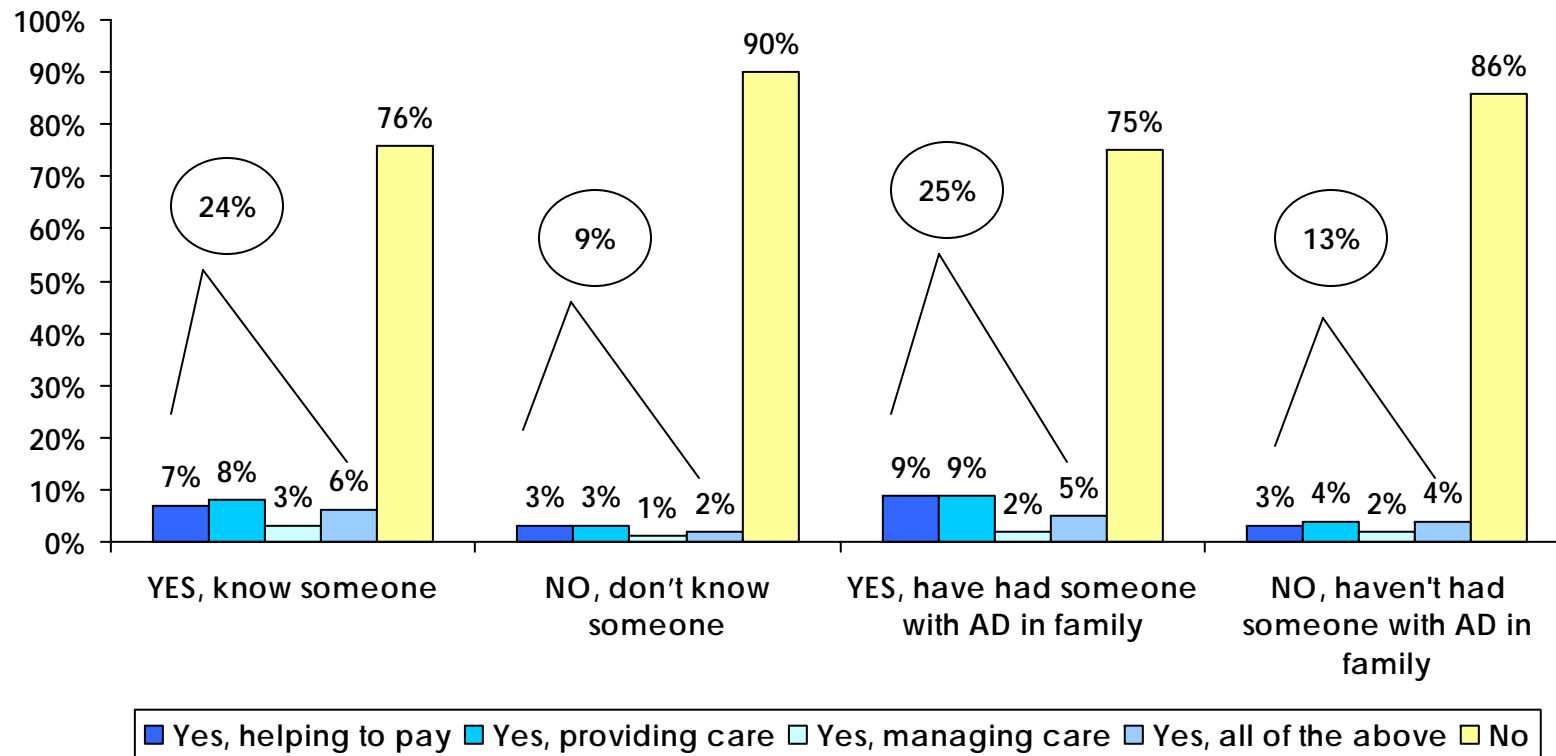
Are you currently helping to pay for, provide or manage care to your parents or other elderly relatives?
[SELECT ALL THAT APPLY]





Voters prove similar in California, with voters who know someone with Alzheimer's more than twice as likely to be involved in the care of parents or elderly relatives.

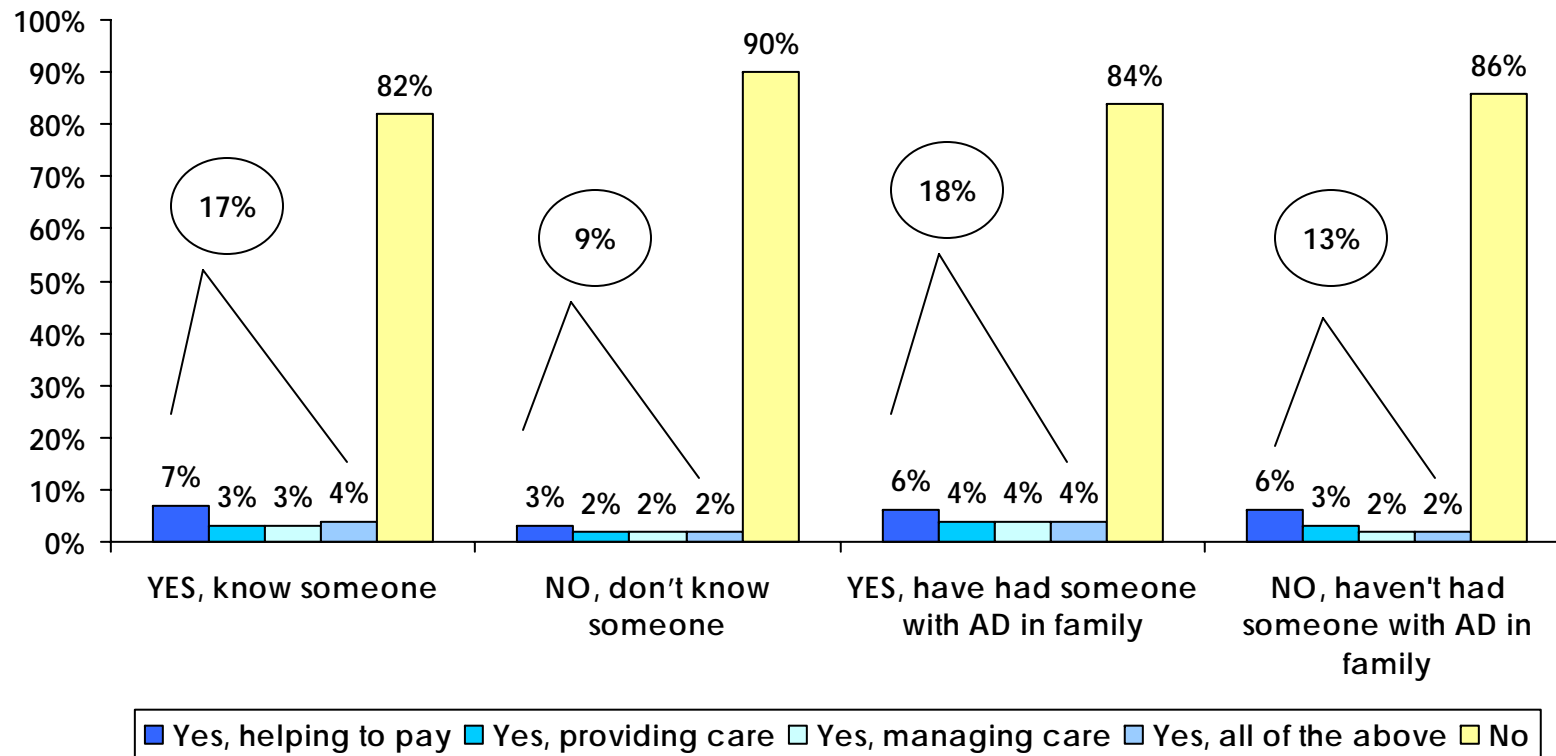
Are you currently helping to pay for, provide or manage care to your parents or other elderly relatives?
[SELECT ALL THAT APPLY]





Even among those who have a personal connection to Alzheimer's disease, Connecticut voters are less likely than those in California or Michigan to be involved with care of a family member.

Are you currently helping to pay for, provide or manage care to your parents or other elderly relatives?
[SELECT ALL THAT APPLY]





About one in four Michigan voters who know someone with Alzheimer's or have had a family member have the disease are involved in paying for, providing and/or managing the care of their parents or other elderly relatives.

Are you currently helping to pay for, provide or manage care to your parents or other elderly relatives?
[SELECT ALL THAT APPLY]

