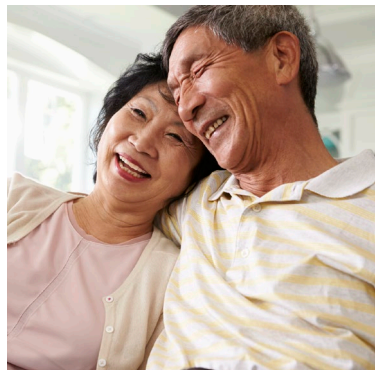
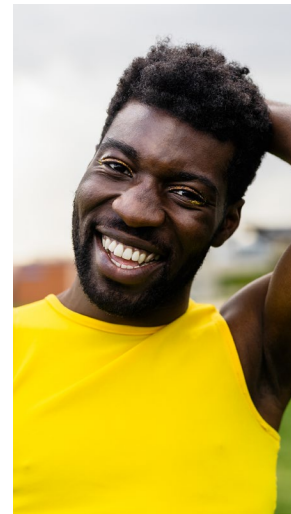




# Opening Doors to Clinical Trials Survey

2024 National Poll



# Background

Over the past three decades, clinical trials have made strides toward inclusivity, yet significant gaps remain in representation, particularly among LGBTQIA+ adults and people of color.

This historical underrepresentation means that crucial insights about potential treatments and vaccines are often missing, leaving us without a full understanding of their effectiveness and safety for all groups.

To better understand the attitudes and behaviors of LGBTQIA+ adults and people of color regarding clinical trials, the PAN Foundation launched the Opening Doors to Clinical Trials Survey in 2024.



# Research objectives

This research explores key areas that will enhance our ability to serve these communities effectively:

- **Awareness and perception:** Investigate familiarity with clinical trials and the factors shaping these perceptions.
- **Knowledge and trusted sources:** Identify gaps in understanding how clinical trials work and highlight reliable sources of information.
- **Participation and key factors:** Assess participation rates among LGBTQIA+ adults and people of color and the factors that influence their decisions.
- **Interest in clinical trials and informational needs:** Determine what resources can help build trust within LGBTQIA+ and people of color communities regarding clinical trials.



# Research methodology

- The survey was conducted July 1–19, 2024, by The Harris Poll on behalf of the PAN Foundation
- A sample of 4,492 adults in the United States participated in the survey.
- The survey specifically oversampled people of color and LGBTQIA+ adults to ensure their voices were adequately represented.
- Data for these subgroups were weighted individually based on factors such as education, age by gender, region, household income, household size, marital status, employment, and political party affiliation to accurately reflect their proportions in the population.
- The survey was offered in both English and Spanish.



# Key findings

- **Highly positive perception of clinical trials:**
  - Most LGBTQIA+ adults (**86%**) and people of color (**83%**) perceive clinical trials positively.
- **Strong interest in trial participation:**
  - **3 in 5** (61%) respondents, regardless of background, express interest in participating in clinical trials in the future, with even higher interest among LGBTQIA+ adults (**65%**) and significant interest from people of color (**58%**).
- **Low invitation rates despite high provider trust:**
  - **Only 1 in 5** people of color (22%) and LGBTQIA+ adults (20%) report that their healthcare provider has discussed clinical trials with them. This is notable, given that a significant majority—80% of people of color and 79% of LGBTQIA+ adults—trust their providers to act in their best interests.



# Notation guide

Please refer to this slide for explanations of the various notation used throughout this survey.

	Total	Race/Ethnicity						
		POC	Black	Hispanic	Asian	NH/PI	AI/AN	White
		A	B	C	D	E	F	G
Quotas	-	-	1,000	1,000	1,000	100	100	500
Sample size	4,492	3,315	1,000	1,003	1,003	105	104	502

LGBTQIA+ status	
LGBTQIA+	Non-LGBTQIA+
H	I
745	-
1,047	3,436

## Significance indicators: ▲ ▼

Statistical testing was performed between race/ethnicity groups and people of color (A-G), and between LGBTQIA+ and Non-LGBTQIA+ adults (H/I).

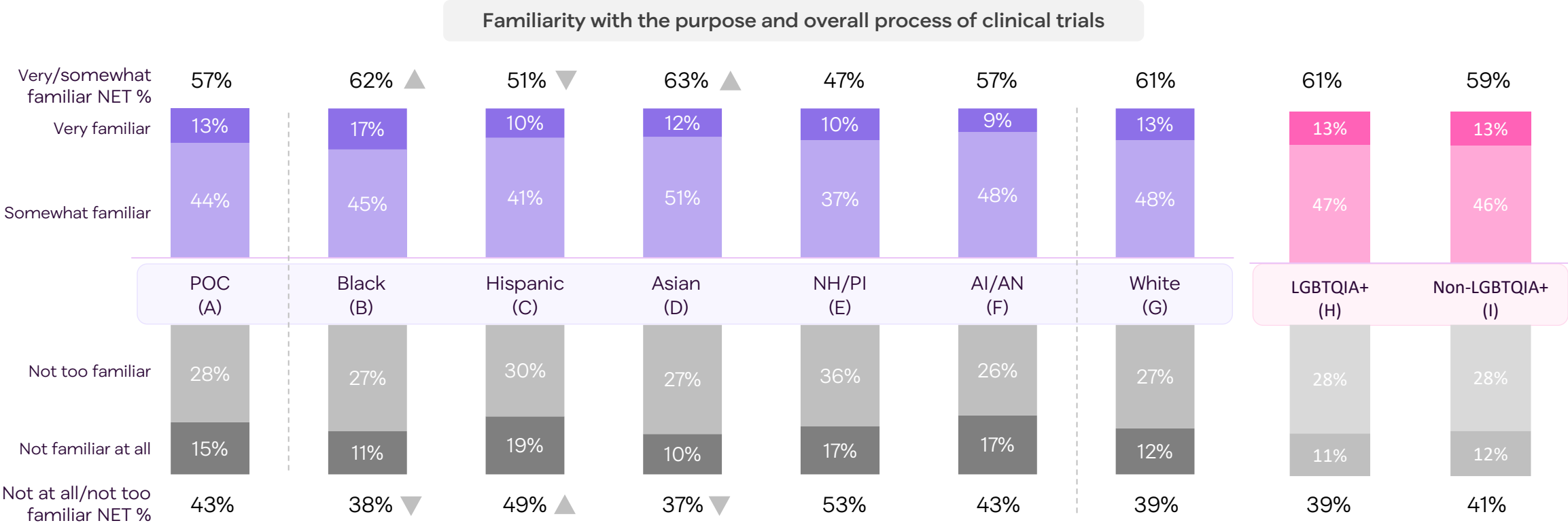
An arrow indicates that a particular subgroup population is statistically significantly more or less likely to agree with or select a particular statement or response option than another subgroup population.

*(For example, an arrow next to a Hispanic population (C) stat would indicate that Hispanic adults are significantly more or less likely than people of color (A) to agree/select that option.)*

# Awareness and perception

# 3 in 5 people of color and LGBTQIA+ adults say they are familiar with clinical trials

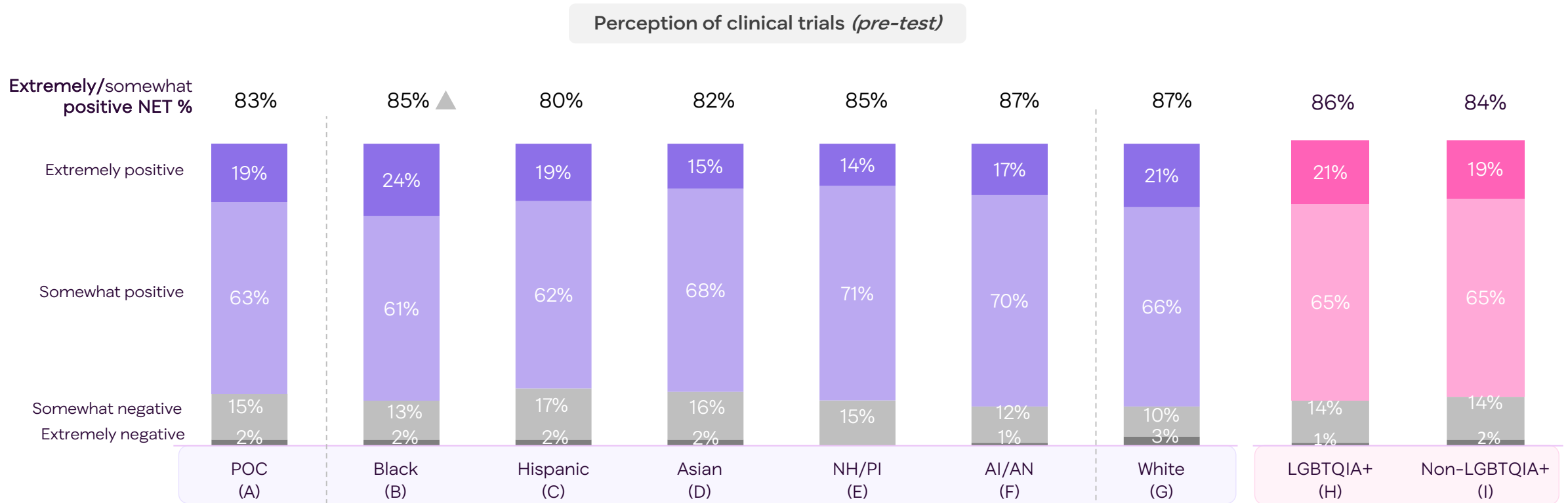
Black and Asian adults express the highest familiarity, while Native Hawaiian/Pacific Islanders and Hispanic adults are most likely to say that they are unfamiliar with clinical trials.





# Respondents, regardless of background, report largely positive perceptions of clinical trials

However, Hispanic and Asian adults are most likely to have a negative perception of clinical trials.



# Positive perceptions of clinical trials are rooted in their value for medical advancements, while negative perceptions are largely based in a lack of trust

Positive mentions*	56%
<b>USAGE (NET)</b>	<b>12%</b>
Good for testing new products/medicines	5%
Helps to treat disease/medical condition	4%
Provides information about condition/helps diagnose disease on time	2%
<b>IMPROVEMENT/ADVANCEMENT (NET)</b>	<b>12%</b>
Leads to development of new treatment/cure to various medical conditions	5%
Helps provide medications/new medications	4%
Advancement in medical/science field/for better healthcare	3%
<b>APPEAL (NET)</b>	<b>12%</b>
Necessary/Important/Beneficial	7%
Good/Great/Like it (unsp)	3%
<b>EFFICACY (NET)</b>	<b>10%</b>
Helps to validate effectiveness of the drug/treatment/procedure	7%
Helps to learn how the drug/medicine works	2%
<b>BENEFITS (NET)</b>	<b>9%</b>
Caring/Helps people	4%
Offers good money/compensation	2%
<b>SAFETY (NET)</b>	<b>5%</b>
Helps to prove medication is safe/has no side effects	3%
<b>FAMILIARITY (NET)</b>	<b>3%</b>
Other positive mentions	3%

Negative mentions	10%
<b>LACK OF APPEAL (NET)</b>	<b>2%</b>
Not trustworthy/Do not trust big/drug companies	1%
Not safe/risky	2%
Not effective/Does not work	1%
Not safe/Risky	1%
Does not provide facts/details about process	1%
Dislike being a guinea pig/Do not want to be a test subject	1%
Concerns with potential side effects	1%
Other negative mentions	3%
<b>Neutral mentions</b>	<b>4%</b>
Not familiar/Not aware of clinical trials	2%
My opinion	1%
Other neutral mentions	1%
None/Nothing	2%
Don't know	2%
Decline to answer	4%

# Before asking follow-up questions around perception and interest, we provided respondents with myth-busting facts about clinical trials

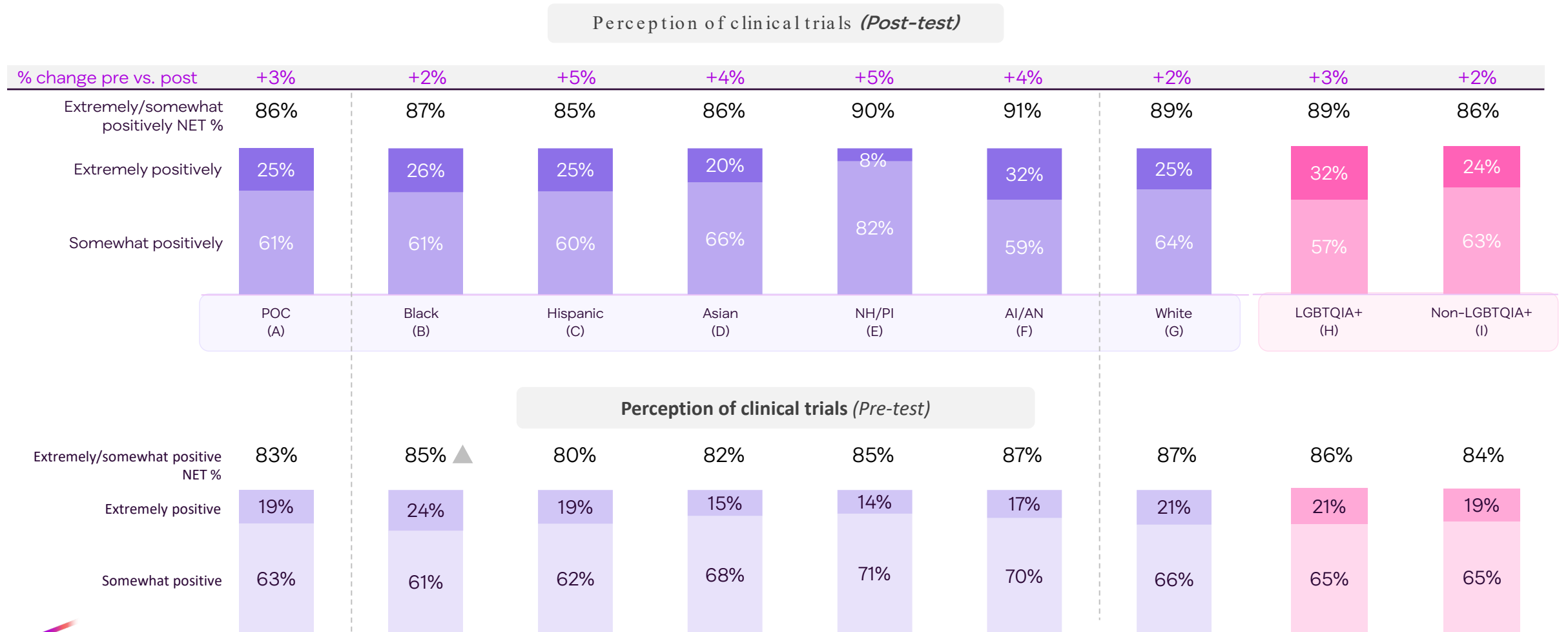
## Statement shown to respondents

Now we are going to share some basic facts about clinical trials. The goal of clinical trials is to closely evaluate the safety, efficacy and compare the effectiveness of new treatments, medications, or interventions, in hopes of advancing medical knowledge and improving patient care. Some general facts about clinical trials include the following:

- There are clinical trials for all types of people – participants of different genders, sexual orientations, and racial / ethnic backgrounds can participate in clinical trials and will be treated no differently than other participants.
- Treatments and care provided in clinical trials are free to participants.
- Clinical trials are not only for sick people – depending on the trial, individuals with medical conditions / diseases as well as those that are healthy are encouraged to participate.
- Patients that participate in clinical trials provide their informed consent to participate.
- Participants are monitored closely by trained, licensed healthcare professionals throughout the trial.
- Participants can leave a clinical trial at any time if their health worsens or if they simply no longer want to participate.



# After reading myth-busting statements about clinical trials, positive perceptions increase



# Many find value in clinical trials, citing that they improve the safety and efficacy of treatments

Commentary on positive perception of clinical trials

*“I think of clinical trials positively because you **gain valuable insight and knowledge** from them that really can't be gained in any other way.”*

Female, Age 32, Black, Non-LGBTQIA+

*“Clinical trials in the past have **found effective treatments** for a number of medical conditions and have had **more positive results than negative.**”*

Male, Age 68, Black, Non-LGBTQIA+

*“I believe they are **crucial** in determining the **safety and efficacy** of drugs and products before they are available to the public.”*

Female, Age 27, white, LGBTQIA+

*“I think clinical trials are **essential** to proving whether a treatment works before it is published to the general public.”*

Male, Age 19, Asian, LGBTQIA+

# Knowledge and interest

# Respondents seem to know the basic facts about clinical trials, particularly white adults

Knowledge is lower around whether participants need to pay for their own medicines, tests, and procedures.

Knowledge on clinical trials (% answered correctly)

	Race/Ethnicity							LGBTQIA+ Status	
	POC	Black	Hispanic	Asian	NH/PI	AI/AN	White	LGBTQIA+	Non-LGBTQIA+
	A	B	C	D	E	F	G	H	I
Clinical trials are conducted to determine if a new treatment is safe and effective. <b>TRUE</b>	77%	76%	76%	80% ▲	68%	82%	83% ▲	80%	79%
Participants in clinical trials are typically compensated for their time and travel expenses. <b>TRUE</b>	62%	65% ▲	59%	64%	46%	61%	58%	61%	63%
Visits with a clinical trial team are an essential part of most clinical trials. <b>TRUE</b>	62%	59% ▼	61%	65% ▲	42% ▼	68%	69% ▲	63%	64%
Informed patient consent is not required for clinical trials. <b>FALSE</b>	60%	58%	58%	67% ▲	54%	65%	70% ▲	66%	65%
Clinical trials are only for people with serious / life threatening illnesses. <b>FALSE</b>	59%	61%	54% ▼	62%	53%	67%	66% ▲	65%	62%
Participants in clinical trials need to pay for their own medicines, tests, and procedures. <b>FALSE</b>	57%	58%	54%	60%	48%	58%	62%	56%	60%

# People of color are less aware of their low participation rates and historical harm to underrepresented groups

Black and LGBTQIA+ adults are most likely to know about past harm caused by clinical trials to minority groups.

Knowledge on clinical trials (% answered correctly)

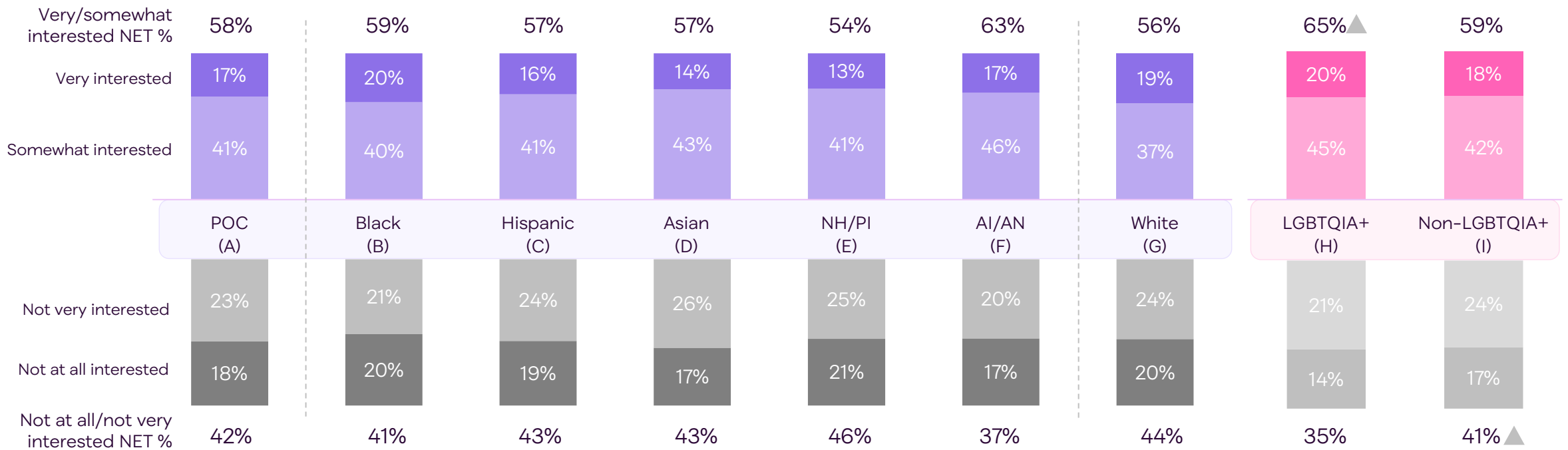
	Race/Ethnicity							LGBTQIA+ Status	
	POC	Black	Hispanic	Asian	NH/PI	AI/AN	White	LGBTQIA+	Non-LGBTQIA+
	A	B	C	D	E	F	G	H	I
The FDA decides if a potential treatment can be approved for use outside a clinical trial. <b>TRUE</b>	54%	54%	52%	55%	54%	57%	63%▲	58%	56%
People in clinical trials get the same level of care they get from their own healthcare providers. <b>TRUE</b>	37%	36%	36%	45%▲	21%▼	28%	48%▲	38%	40%
You can only participate in a clinical trial through a referral from your health care provider. <b>FALSE</b>	35%	37%▲	32%	32%	38%	39%	38%	36%	36%
People from underrepresented populations have been harmed in clinical trials in the past. <b>TRUE</b>	33%	40%▲	29%▼	29%▼	19%	28%	29%	42%▲	32%
People from underrepresented populations represent less than 10% of clinical trial participants. <b>TRUE</b>	23%	25%	21%	26%▲	14%	18%	22%	23%	24%
Clinical trials always involve receiving a potential new treatment. <b>FALSE</b>	21%	19%▼	20%	25%▲	15%	25%	32%▲	27%▲	22%



# Despite limited knowledge of clinical trials, 3 in 5 adults say they are interested in participating

LGBTQIA+ adults in particular express high interest in participation.

Interest in participating in clinical trials



# Most respondents say that they would need to know more about the specifics of clinical trials to consider participating

However, two thirds or more report that they would consider participating if their healthcare provider encouraged them or if they knew the findings would help people who look or identify like them.

Sentiments regarding interest in participating in clinical trials

	Race/Ethnicity							LGBTQIA+ status	
	POC	Black	Hispanic	Asian	NH/PI	AI/AN	White	LGBTQIA+	Non-LGBTQIA+
	A	B	C	D	E	F	G	H	I
I would need to know more about the specifics of clinical trials to consider participating in one.	85%	84%	83%	91% ▲	76%	96%▲	89%	88%	87%
I would be interested in participating in a clinical trial if I had a serious disease / condition and felt like a clinical trial was my last option.	80%	79%	79%	85% ▲	78%	85%	85% ▲	83%	81%
I would consider participating in a clinical trial if I knew the findings would help people who look or identify like me.	71%	74% ▲	68%	71%	67%	73%	66%	74%	71%
I would consider participating in a clinical trial if my healthcare provider encouraged me to do so.	68%	67%	65%	73% ▲	65%	79%	75% ▲	74%▲	70%

# More information on cost and reimbursements and patient confidentiality may influence willingness to participate

White and Asian adults appear particularly likely to be possibly influenced by the *right* information.

How much information would influence willingness to participate in clinical trials

	Race/Ethnicity							LGBTQIA+ Status	
	POC	Black	Hispanic	Asian	NH/PI	AI/AN	White	LGBTQIA+	Non-LGBTQIA+
	A	B	C	D	E	F	G	H	I
Costs and reimbursements	78%	78%	76%	82% ▲	71%	86%	82%	83%	81%
Patient confidentiality	78%	78%	76%	80%	77%	80%	81%	80%	79%
Coordination and management of care	78%	78%	76%	81% ▲	74%	76%	83% ▲	85% ▲	80%
Location of the clinical trial	77%	74% ▼	75%	82% ▲	71%	85%	84% ▲	83%	79%
Flexibility of scheduling	76%	74% ▼	75%	82% ▲	67%	84%	83% ▲	84% ▲	79%

# Education around clinical trials would likely go far to drive participation for certain demographic groups

Asian and LGBTQIA+ adults appear particularly motivated by more information.

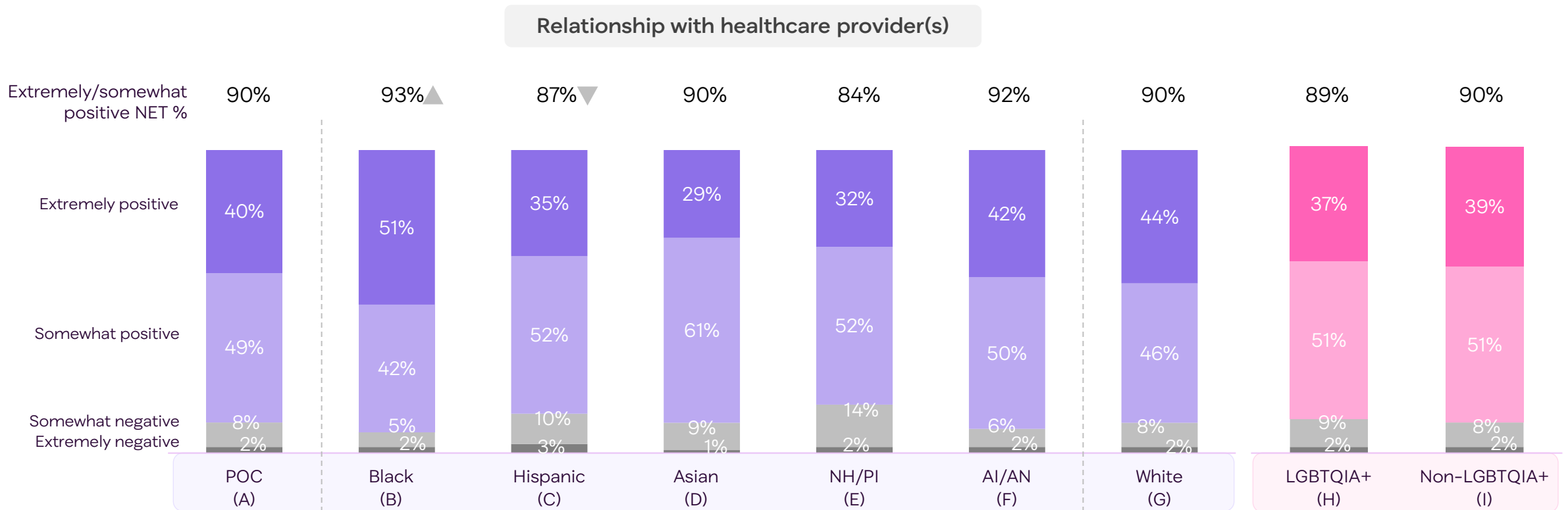
What might increase interest in participating in clinical trials

TOP 5 THINGS THAT MIGHT INCREASE INTEREST	Race/Ethnicity							LGBTQIA+ status	
	POC	Black	Hispanic	Asian	NH/PI	AI/AN	White	LGBTQIA+	Non-LGBTQIA+
	A	B	C	D	E	F	G	H	I
Clear information about the risks / considerations	42%	40%	38%	48%▲	39%	52%	47%	49%▲	44%
Easy to understand information about what clinical trials entail	38%	33%▼	38%	40%	33%	48%	38%	43%▲	38%
If I were sick and needed treatment now	37%	35%▼	36%	43%▲	44%	40%	42%	44%▲	39%
1:1 conversation with my primary care provider (PCP)	36%	35%	32%	40%▲	36%	51%▲	43%▲	43%▲	38%
If it were to benefit a cause that is important to me	32%	30%	32%	32%	34%	33%	29%	37%▲	31%

# Trusted sources of information

# Respondents report largely positive relationships with their healthcare providers, particularly Black adults

Hispanic and Native Hawaiian/Pacific Islanders are least likely to say that they have a positive relationship with their healthcare providers.



# Around 9 in 10 respondents with a healthcare provider, regardless of background, trust that their provider has their best interest in mind when making healthcare decisions.

Sentiments toward healthcare system/providers

	Race/Ethnicity							LGBTQIA+ status	
	POC	Black	Hispanic	Asian	NH/PI	AI/AN	White	LGBTQIA+	Non-LGBTQIA+
	A	B	C	D	E	F	G	H	I
I trust that my healthcare <b>provider has my best interest in mind</b> when making healthcare decisions.	90%	90%	88%	90%	89%	96%	89%	90%	90%
My healthcare provider <b>includes my input</b> in making healthcare decisions.	89%	90%	89%	91%	89%	86%	91%	90%	89%
My healthcare provider <b>stays current</b> on the latest medical advances.	88%	88%	87%	88%	89%	90%	90%	85%	88%
My healthcare provider <b>informs me</b> of all the latest medical advances.	77%	81% ▲	77%	73% ▼	82%	67% ▼	73%	71%	76% ▲

# Most have learned what they know about clinical trials from their own research or their healthcare provider

Sources where they learned about clinical trials (among those who tried to find info on clinical trials)

	Race/Ethnicity							LGBTQIA+ Status	
	POC	Black	Hispanic	Asian	NH/PI*	AI/AN*	White	LGBTQIA+	Non-LGBTQIA+
	A	B	C	D	E	F	G	H	I
<b>HCP NET %</b> <i>(My PCP/a different healthcare provider besides my PCP NET %)</i>	44%	47%	42%	45%	39%	38%	50%	39%	46% ▲
<b>TOP 5 SOURCES</b>									
My own online research	45%	45%	43%	50% ▲	44%	53%	46%	52%	48%
My primary care provider (PCP)	38%	42% ▲	36%	40%	32%	30%	41%	34%	39%
My friends or family	28%	27%	28%	31%	26%	34%	26%	22%	27%
Social media platforms	27%	23% ▼	28%	29%	10%	29%	22%	27%	26%
TV/commercials	21%	23%	23%	13% ▼	29%	20%	18%	20%	20%



# Respondents rely on their healthcare providers for information and would consult them first about clinical trials

Native Hawaiian/Pacific Islanders, Asian, and American Indian/American Natives are most likely to rely on friends and family, along with LGBTQIA+ adults.

Types of sources relied on for information when making healthcare decisions

TOP 5 SOURCES	Race/Ethnicity							LGBTQIA+ status	
	POC	Black	Hispanic	Asian	NH/PI	AI/AN	White	LGBTQIA+	Non-LGBTQIA+
	A	B	C	D	E	F	G	H	I
My primary care provider	60%	61%	55%▼	68%▲	65%	70%	73%▲	66%	64%
Family / friends	40%	36%▼	39%	50%▲	54%	48%	40%	47%▲	41%
Internet search engines	32%	32%	29%	39%▲	20%	38%	29%	35%	33%
Pharmacist	23%	23%	22%	21%	18%	29%	24%	26%	23%
Local / national government organizations	19%	17%	19%	24%▲	22%	14%	19%	20%	19%

All audiences would rely on their provider **first** if they wanted more info on clinical trials.



# Only 1 in 5 people of color say that their HCP has discussed the option of participating in a clinical trial with them

Asian and white adults are more likely to say that their provider has not discussed these with them.

Has HCP discussed option of participating in clinical trial (among those who have a regular HCP)

	Race/Ethnicity							LGBTQIA+ Status	
	POC	Black	Hispanic	Asian	NH/PI*	AI/AN*	White	LGBTQIA+	Non-LGBTQIA+
	A	B	C	D	E	F	G	H	I
YES NET %	22%	21%	26%▲	15%▼	35%	16%	18%	20%	20%
Yes, once	13%	13%	16%	10%▼	14%	6%	12%	12%	12%
Yes, multiple times	9%	8%	10%	6%▼	21%	10%	7%	9%	8%
No, never	71%	71%	67%▼	78%▲	54%	79%	79%▲	73%	74%
I'm not sure	7%	7%	8%	7%	11%	5%	3%▼	7%	7%



# Among those that have never participated, communication and information may be the biggest barriers

More than half of LGBTQIA+, white, American Indian/American Native, and Asian adults say that no one has ever asked them to participate.

Reason for not participating in clinical trial *(among those who have never participated in a clinical trial)*

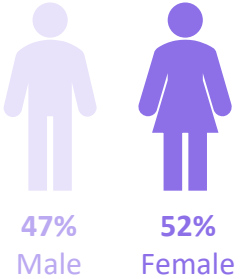
	Race/Ethnicity							LGBTQIA+ status	
	POC	Black	Hispanic	Asian	NH/PI*	AI/AN*	White	LGBTQIA+	Non-LGBTQIA+
	A	B	C	D	E	F	G	H	I
No one has ever asked me to participate	43%	38%▼	41%	52%▲	25%▼	60%▲	51%▲	53%▲	44%
I am worried about the side effects or health risks	31%	32%	30%	29%	25%	32%	28%	29%	30%
I don't know enough about them or how to get started	26%	22%▼	29%	29%	16%	27%	27%	30%▲	25%
I don't like the idea of being used as a test subject	23%	26%▲	22%	22%	15%	19%	14%▼	19%	21%
I would rather use treatment that has been proven to be effective	22%	24%	21%	22%	22%	24%	22%	21%	23%
I do not live in a community where clinical trials are often discussed	13%	13%	14%	12%	19%	10%	14%	17%▲	13%

# Appendix

# Health profiles by group

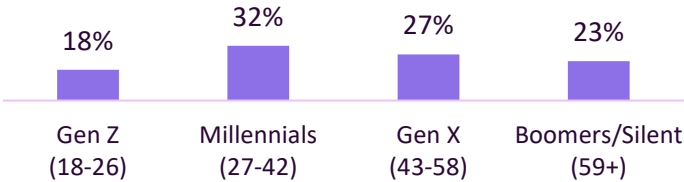
# Profile – People of color

## Gender\*



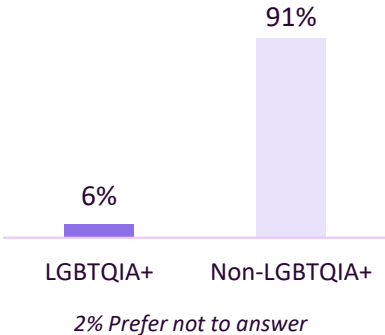
\*Respondents could select more than one response

## Age

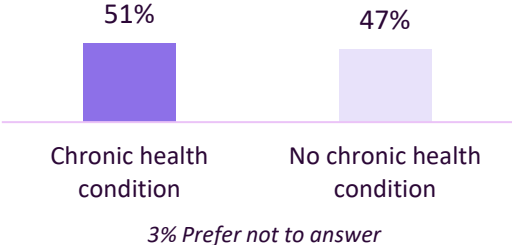


44  
Mean

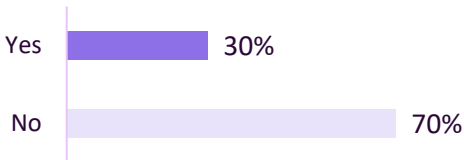
## Sexual orientation



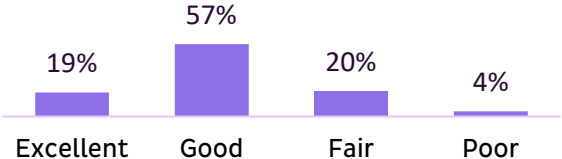
## Chronic health condition status



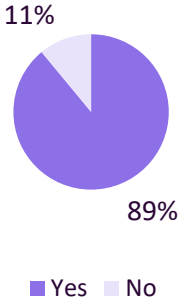
## Disability status



## Overall health status

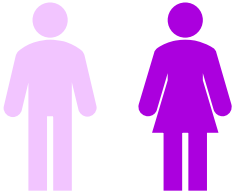


## Has health insurance



# Profile – LGBTQIA+ adults

## Gender\*

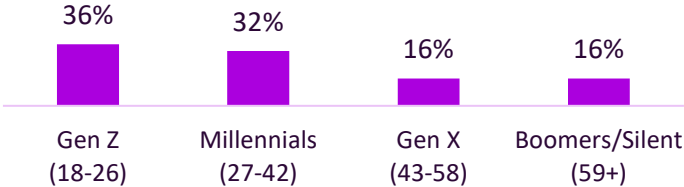


37% Male  
58% Female

11% Other

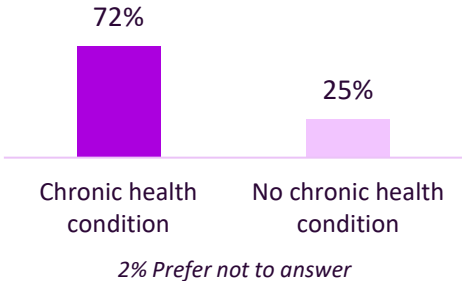
\*Respondents could select more than one response

## Age



37  
Mean

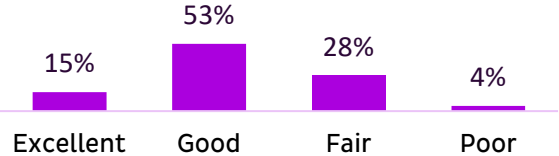
## Chronic health condition status



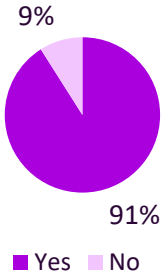
## Disability status



## Overall health status

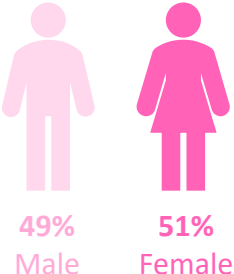


## Has health insurance



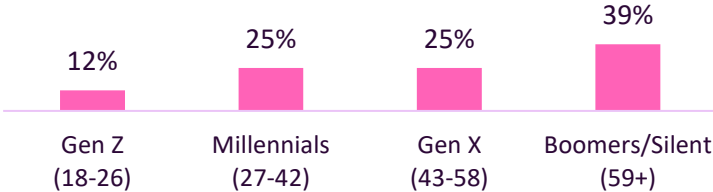
# Profile – White adults

## Gender\*



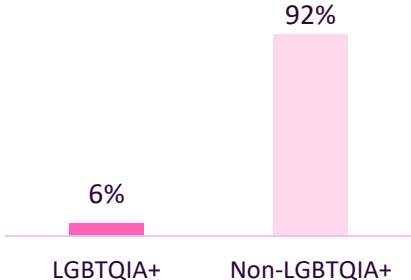
\*Respondents could select more than one response

## Age

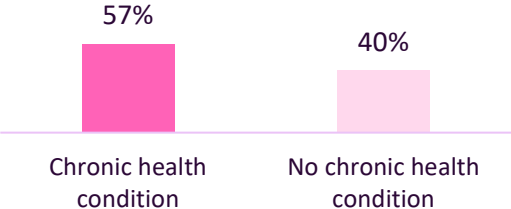


51  
Mean

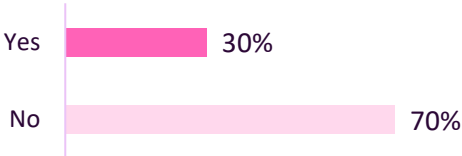
## Sexual orientation



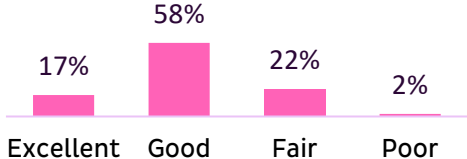
## Chronic health condition status



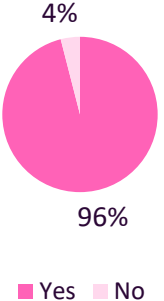
## Disability status



## Overall health status



## Has health insurance





# Dashboard summaries

# Clinical trials – Dashboard summary

	Race/Ethnicity		Gender Identity / Sexual Orientation		Social Determinants of Health*	
	POC	White	LGBTQIA+	Non-LGBTQIA+	Good	Poor
<b>Familiarity with clinical trials</b> <i>(% Very/somewhat familiar NET)</i>	57%	61%	61%	59%	60%	60%
<b>Participation in clinical trials</b> <i>(% yes, myself)</i>	15%	11%	16%	13%	12%	23%
<b>Sources used to find information about clinical trials</b> <i>(Top 3 reasons among those who have tried to find information)</i>	<ol style="list-style-type: none"> <li>1. My own online research</li> <li>2. My PCP</li> <li>3. My friends or family</li> </ol>	<ol style="list-style-type: none"> <li>1. My own online research</li> <li>2. My PCP</li> <li>3. My friends or family / My personal experience</li> </ol>	<ol style="list-style-type: none"> <li>1. My own online research</li> <li>2. My PCP</li> <li>3. Social media platforms</li> </ol>	<ol style="list-style-type: none"> <li>1. My own online research</li> <li>2. My PCP</li> <li>3. My friends or family</li> </ol>	<ol style="list-style-type: none"> <li>1. My own online research</li> <li>2. My PCP</li> <li>3. Social media platforms / My friends or family</li> </ol>	<ol style="list-style-type: none"> <li>1. My own online research</li> <li>2. My PCP</li> <li>3. Social media platforms</li> </ol>
<b>Reasons for participating in clinical trials</b> <i>(Top 3 reasons among those who have participated in clinical trial)</i>	<ol style="list-style-type: none"> <li>1. I wanted to help other people</li> <li>2. It allowed me to access new / cutting edge potential treatment</li> <li>3. I wanted to contribute to medical research / medical advancements</li> </ol>	<ol style="list-style-type: none"> <li>1. I wanted to contribute to medical research / medical advancements</li> <li>2. It allowed me to access new / cutting edge potential treatment</li> <li>3. I wanted to help other people</li> </ol>	<ol style="list-style-type: none"> <li>1. It allowed me to access new / cutting edge potential treatment</li> <li>2. I wanted to help other people</li> <li>3. I was interested in the financial compensation</li> </ol>	<ol style="list-style-type: none"> <li>1. I wanted to help other people</li> <li>2. I wanted to contribute to medical research / medical advancements</li> <li>3. I was interested in the financial compensation</li> </ol>	<ol style="list-style-type: none"> <li>1. I wanted to contribute to medical research / medical advancements</li> <li>2. I wanted to help other people</li> <li>3. I was interested in the financial compensation</li> </ol>	<ol style="list-style-type: none"> <li>1. It allowed me to access new / cutting edge potential treatment</li> <li>2. I wanted to help other people</li> <li>3. I wanted to contribute to medical research / medical advancements / I was interested in the financial compensation</li> </ol>
<b>Reasons for not participating in clinical trial</b> <i>(Top 3 reasons among those who have never participated in clinical trial)</i>	<ol style="list-style-type: none"> <li>1. No one has ever asked me to participate</li> <li>2. I am worried about the side effects or health risks</li> <li>3. I don't know enough about them or how to get started</li> </ol>	<ol style="list-style-type: none"> <li>1. No one has ever asked me to participate</li> <li>2. I am worried about the side effects or health risks</li> <li>3. I don't know enough about them or how to get started</li> </ol>	<ol style="list-style-type: none"> <li>1. No one has ever asked me to participate</li> <li>2. I don't know enough about them or how to get started</li> <li>3. I am worried about the side effects or health risks</li> </ol>	<ol style="list-style-type: none"> <li>1. No one has ever asked me to participate</li> <li>2. I am worried about the side effects or health risks</li> <li>3. I don't know enough about them or how to get started</li> </ol>	<ol style="list-style-type: none"> <li>1. No one has ever asked me to participate</li> <li>2. I am worried about the side effects or health risks</li> <li>3. I don't know enough about them or how to get started</li> </ol>	<ol style="list-style-type: none"> <li>1. No one has ever asked me to participate</li> <li>2. I am worried about the side effects or health risks</li> <li>3. I don't know enough about them or how to get started</li> </ol>

\*Social determinants of health were categorized as follows:

“Good” – those who report that they never experience; “Poor” – those who experience on a daily / weekly basis: limited or uncertain access to enough food or to nutritious food, trouble paying my electricity, gas, or water bills, worries about losing my current housing, lack of access to transportation, difficulty securing childcare  
panfoundation.org 34

# People of color – Dashboard summary

	Gender		Generation				Urbanicity			HHI	
	Male	Female	Gen Z (18-26)	Millennials (27-42)	Gen X (43-58)	Boomers+ (59+)	Urban	Suburban	Rural	Less than \$50K	\$50K+
<b>Familiarity with clinical trials</b> <i>(% Very/somewhat familiar NET)</i>	60%	55%	47%	57%	60%	61%	59%	58%	48%	50%	61%
<b>Participation in clinical trials</b> <i>(% yes, myself)</i>	17%	12%	15%	14%	16%	14%	16%	14%	15%	14%	15%
<b>Perception of clinical trials</b> <i>(% extremely/somewhat positive)</i>	85%	81%	75%	80%	87%	86%	82%	84%	80%	78%	85%
<b>What might increase interest participating in clinical trials</b> <i>(Top 3 reasons)</i>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. If I were sick and needed treatment now</li> <li>3. Easy to understand information about what clinical trials entail</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. Easy to understand information about what clinical trials entail</li> <li>3. If I were sick and needed treatment now</li> </ol>	<ol style="list-style-type: none"> <li>1. If I were sick and needed treatment now</li> <li>2. Clear information about the risks / considerations</li> <li>3. If it were to benefit a cause that is important to me</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. If I were sick and needed treatment now</li> <li>3. Easy to understand information about what clinical trials entail</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. Easy to understand information about what clinical trials entail</li> <li>3. 1:1 conversation with my PCP</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. Easy to understand information about what clinical trials entail</li> <li>3. 1:1 conversation with my PCP</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. Easy to understand information about what clinical trials entail</li> <li>3. If I were sick and needed treatment now</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. Easy to understand information about what clinical trials entail</li> <li>3. 1:1 conversation with my PCP</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. If I were sick and needed treatment now</li> <li>3. Easy to understand information about what clinical trials entail</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. Easy to understand information about what clinical trials entail</li> <li>3. If I were sick and needed treatment now</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. Easy to understand information about what clinical trials entail</li> <li>3. If I were sick and needed treatment now</li> </ol>
<b>Level of trust in healthcare providers</b> <i>(% Trust a lot/somewhat trust)</i>	79%	80%	76%	75%	82%	87%	78%	82%	78%	75%	82%

# Black adults – Dashboard summary

	Gender		Generation				Urbanicity			HHI	
	Male	Female	Gen Z (18-26)	Millennials (27-42)	Gen X (43-58)	Boomers+ (59+)	Urban	Suburban	Rural	Less than \$50K	\$50K+
<b>Familiarity with clinical trials</b> <i>(% Very/somewhat familiar NET)</i>	63%	61%	55%	67%	57%	65%	65%	61%	54%	57%	65%
<b>Participation in clinical trials</b> <i>(% yes, myself)</i>	17%	16%	18%	17%	17%	16%	19%	16%	12%	16%	17%
<b>Perception of clinical trials</b> <i>(% extremely/somewhat positive)</i>	89%	83%	81%	84%	87%	88%	84%	85%	90%	85%	86%
<b>What might increase interest participating in clinical trials</b> <i>(Top 3 reasons)</i>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. 1:1 conversation with my PCP</li> <li>3. Easy to understand information about what clinical trials entail</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. If I were sick and needed treatment now</li> <li>3. 1:1 conversation with my primary care provider (PCP)</li> </ol>	<ol style="list-style-type: none"> <li>1. 1:1 conversation with my primary care provider (PCP)</li> <li>2. 1:1 conversation with someone who has gone through a clinical trial(s) before</li> <li>3. Clear information about the risks / considerations &amp; If it were to benefit a cause that is important to me</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. If I were sick and needed treatment now</li> <li>3. 1:1 conversation with my PCP</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. Easy to understand information about what clinical trials entail</li> <li>3. If I were sick and needed treatment now</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. 1:1 conversation with my PCP</li> <li>3. If I were sick and needed treatment now</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. Easy to understand information about what clinical trials entail</li> <li>3. If I were sick and needed treatment now</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. 1:1 conversation with my PCP</li> <li>3. If I were sick and needed treatment now</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. If I were sick and needed treatment now</li> <li>3. Clear information about the risks / considerations</li> <li>3. 1:1 conversation with my PCP</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. If I were sick and needed treatment now</li> <li>3. Easy to understand information about what clinical trials entail</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. 1:1 conversation with my PCP</li> <li>3. If I were sick and needed treatment now</li> </ol>
<b>Level of trust in healthcare providers</b> <i>(% Trust a lot/somewhat trust)</i>	80%	81%	78%	72%	81%	90%	77%	83%	78%	77%	82%

# Hispanic adults – Dashboard summary

	Gender		Generation				Urbanicity			HHI	
	Male	Female	Gen Z (18-26)	Millennials (27-42)	Gen X (43-58)	Boomers+ (59+)	Urban	Suburban	Rural	Less than \$50K	\$50K+
<b>Familiarity with clinical trials</b> <i>(% Very/somewhat familiar NET)</i>	56%	46%	42%	48%	59%	56%	53%	52%	44%	43%	55%
<b>Participation in clinical trials</b> <i>(% yes, myself)</i>	21%	11%	17%	14%	18%	16%	15%	16%	19%	13%	18%
<b>Perception of clinical trials</b> <i>(% extremely/somewhat positive)</i>	83%	79%	72%	77%	88%	84%	81%	82%	72%	72%	84%
<b>What might increase interest participating in clinical trials</b> <i>(Top 3 reasons)</i>	<ol style="list-style-type: none"> <li>1. If I were sick and needed treatment now</li> <li>2. Clear information about the risks / considerations</li> <li>3. Easy to understand information about what clinical trials entail</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. Easy to understand information about what clinical trials entail</li> <li>3. 1:1 conversation with my PCP</li> </ol>	<ol style="list-style-type: none"> <li>1. If I were sick and needed treatment now</li> <li>2. Clear information about the risks / considerations</li> <li>3. 1:1 conversation with my PCP &amp; Fair / appropriate incentives or compensation for my time / effort</li> </ol>	<ol style="list-style-type: none"> <li>1. Easy to understand information about what clinical trials entail</li> <li>2. If I were sick and needed treatment now</li> <li>3. Clear information about the risks / considerations</li> </ol>	<ol style="list-style-type: none"> <li>1. Easy to understand information about what clinical trials entail</li> <li>2. Clear information about the risks / considerations</li> <li>3. 1:1 conversation with my PCP</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. Easy to understand information about what clinical trials entail</li> <li>3. Fair / appropriate incentives or compensation for my time / effort</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. Easy to understand information about what clinical trials entail</li> <li>3. If I were sick and needed treatment now</li> </ol>	<ol style="list-style-type: none"> <li>1. Easy to understand information about what clinical trials entail</li> <li>2. Clear information about the risks / considerations</li> <li>3. If I were sick and needed treatment now</li> </ol>	<ol style="list-style-type: none"> <li>1. Easy to understand information about what clinical trials entail</li> <li>2. If I were sick and needed treatment now</li> <li>3. If it were to benefit a cause that is important to me</li> </ol>	<ol style="list-style-type: none"> <li>1. Easy to understand information about what clinical trials entail</li> <li>2. Clear information about the risks / considerations</li> <li>3. If I were sick and needed treatment now</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. Easy to understand information about what clinical trials entail</li> <li>3. If I were sick and needed treatment now</li> </ol>
<b>Level of trust in healthcare providers</b> <i>(% Trust a lot/somewhat trust)</i>	79%	80%	73%	78%	84%	82%	77%	82%	78%	76%	81%

# Asian adults – Dashboard summary

	Gender		Generation				Urbanicity			HHI	
	Male	Female	Gen Z (18-26)	Millennials (27-42)	Gen X (43-58)	Boomers+ (59+)	Urban	Suburban	Rural	Less than \$50K	\$50K+
<b>Familiarity with clinical trials</b> <i>(% Very/somewhat familiar NET)</i>	65%	60%	42%	63%	68%	70%	65%	63%	52%	54%	65%
<b>Participation in clinical trials</b> <i>(% yes, myself)</i>	12%	9%	7%	11%	12%	10%	15%	8%	5%	14%	9%
<b>Perception of clinical trials</b> <i>(% extremely/somewhat positive)</i>	83%	81%	72%	80%	88%	85%	81%	83%	84%	73%	84%
<b>What might increase interest participating in clinical trials</b> <i>(Top 3 reasons)</i>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. 1:1 conversation with my PCP</li> <li>3. If I were sick and needed treatment now</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. If I were sick and needed treatment now</li> <li>3. Easy to understand information about what clinical trials entail</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. If it were to benefit a cause that is important to me</li> <li>3. Easy to understand information about what clinical trials entail / &amp; Fair / appropriate incentives or compensation for my time / effort</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. If I were sick and needed treatment now</li> <li>3. 1:1 conversation with my primary care provider (PCP)</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. If I were sick and needed treatment now</li> <li>3. 1:1 conversation with my PCP</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. Easy to understand information about what clinical trials entail</li> <li>3. 1:1 conversation with my PCP</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. If I were sick and needed treatment now</li> <li>3. 1:1 conversation with my PCP</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. If I were sick and needed treatment now</li> <li>3. Easy to understand information about what clinical trials entail</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. 1:1 conversation with my PCP</li> <li>3. Clear information about the risks / considerations &amp; Fair / appropriate incentives or compensation for my time / effort</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. 1:1 conversation with my PCP</li> <li>3. Easy to understand information about what clinical trials entail &amp; 1:1 conversation with someone who has gone through a clinical trial(s) before</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. If I were sick and needed treatment now</li> <li>3. Easy to understand information about what clinical trials entail</li> </ol>
<b>Level of trust in healthcare providers</b> <i>(% Trust a lot/somewhat trust)</i>	80%	80%	87%	70%	82%	87%	81%	79%	85%	64%	84%

# White adults – Dashboard summary

	Gender		Generation				Urbanicity			HHI	
	Male	Female	Gen Z (18-26)	Millennials (27-42)	Gen X (43-58)	Boomers+ (59+)	Urban	Suburban	Rural	Less than \$50K	\$50K+
<b>Familiarity with clinical trials</b> <i>(% Very/somewhat familiar NET)</i>	57%	65%	57%	68%	59%	59%	63%	65%	50%	50%	64%
<b>Participation in clinical trials</b> <i>(% yes, myself)</i>	12%	11%	17%	17%	7%	9%	16%	10%	11%	8%	13%
<b>Perception of clinical trials</b> <i>(% extremely/somewhat positive)</i>	84%	90%	86%	88%	89%	85%	84%	88%	87%	81%	89%
<b>What might increase interest participating in clinical trials</b> <i>(Top 3 reasons)</i>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. 1:1 conversation with my PCP</li> <li>3. If I were sick and needed treatment now</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. If I were sick and needed treatment now</li> <li>3. 1:1 conversation with my PCP</li> </ol>	<ol style="list-style-type: none"> <li>1. Fair / appropriate incentives or compensation for my time / effort</li> <li>2. 1:1 conversation with my PCP</li> <li>3. Clear information about the risks / considerations</li> </ol>	<ol style="list-style-type: none"> <li>1. 1:1 conversation with my PCP</li> <li>2. If I were sick and needed treatment now</li> <li>3. Clear information about the risks / considerations</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. If I were sick and needed treatment now</li> <li>3. 1:1 conversation with my PCP</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. If I were sick and needed treatment now</li> <li>3. 1:1 conversation with my PCP</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. 1:1 conversation with my PCP</li> <li>3. If I were sick and needed treatment now</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. 1:1 conversation with my PCP</li> <li>3. If I were sick and needed treatment now</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. If I were sick and needed treatment now</li> <li>3. 1:1 conversation with my PCP &amp; Fair / appropriate incentives or compensation for my time / effort</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. Fair / appropriate incentives or compensation for my time / effort</li> <li>3. 1:1 conversation with my PCP</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. 1:1 conversation with my PCP</li> <li>3. If I were sick and needed treatment now</li> </ol>
<b>Level of trust in healthcare providers</b> <i>(% Trust a lot/somewhat trust)</i>	86%	86%	75%	80%	85%	94%	89%	85%	86%	85%	87%

# LGBTQIA+ adults – Dashboard summary

	Gender		Generation				Urbanicity			HHI	
	Male	Female	Gen Z (18-26)	Millennials (27-42)	Gen X (43-58)	Boomers+ (59+)	Urban	Suburban	Rural	Less than \$50K	\$50K+
<b>Familiarity with clinical trials</b> <i>(% Very/somewhat familiar NET)</i>	65%	58%	49%	64%	71%	68%	67%	57%	58%	58%	63%
<b>Participation in clinical trials</b> <i>(% yes, myself)</i>	19%	13%	15%	14%	16%	21%	23%	12%	14%	14%	17%
<b>Perception of clinical trials</b> <i>(% extremely/somewhat positive)</i>	91%	82%	80%	85%	89%	95%	84%	84%	91%	85%	86%
<b>What might increase interest participating in clinical trials</b> <i>(Top 3 reasons)</i>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. Fair / appropriate incentives or compensation for my time / effort</li> <li>3. If I were sick and needed treatment now</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. If I were sick and needed treatment now</li> <li>3. Easy to understand information about what clinical trials entail &amp; 1:1 conversation with my PCP</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. 1:1 conversation with someone who has gone through a clinical trial(s) before</li> <li>3. Fair / appropriate incentives or compensation for my time / effort</li> </ol>	<ol style="list-style-type: none"> <li>1. Fair / appropriate incentives or compensation for my time / effort</li> <li>2. Clear information about the risks / considerations</li> <li>3. Easy to understand information about what clinical trials entail</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. If I were sick and needed treatment now</li> <li>3. 1:1 conversation with my PCP</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. If I were sick and needed treatment now</li> <li>3. 1:1 conversation with my PCP</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. If I were sick and needed treatment now</li> <li>3. Fair / appropriate incentives or compensation for my time / effort</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. 1:1 conversation with my PCP</li> <li>3. If I were sick and needed treatment now</li> </ol>	<ol style="list-style-type: none"> <li>1. Fair / appropriate incentives or compensation for my time / effort</li> <li>2. Easy to understand information about what clinical trials entail</li> <li>3. Clear information about the risks / considerations</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. Easy to understand information about what clinical trials entail</li> <li>3. Fair / appropriate incentives or compensation for my time / effort</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. If I were sick and needed treatment now</li> <li>3. Fair / appropriate incentives or compensation for my time / effort</li> </ol>
<b>Level of trust in healthcare providers</b> <i>(% Trust a lot/somewhat trust)</i>	83%	78%	75%	74%	83%	96%	80%	79%	80%	76%	82%



# Non-LGBTQIA+ adults – Dashboard summary

	Gender		Generation				Urbanicity			HHI	
	Male	Female	Gen Z (18-26)	Millennials (27-42)	Gen X (43-58)	Boomers+ (59+)	Urban	Suburban	Rural	Less than \$50K	\$50K+
<b>Familiarity with clinical trials</b> <i>(% Very/somewhat familiar NET)</i>	60%	59%	49%	63%	60%	60%	61%	60%	52%	52%	63%
<b>Participation in clinical trials</b> <i>(% yes, myself)</i>	15%	12%	15%	15%	11%	13%	15%	12%	13%	13%	13%
<b>Perception of clinical trials</b> <i>(% extremely/somewhat positive)</i>	84%	83%	78%	82%	85%	87%	84%	84%	82%	80%	86%
<b>What might increase interest participating in clinical trials</b> <i>(Top 3 reasons)</i>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. 1:1 conversation with my PCP</li> <li>3. Easy to understand information about what clinical trials entail</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. If I were sick and needed treatment now</li> <li>3. Easy to understand information about what clinical trials entail</li> </ol>	<ol style="list-style-type: none"> <li>1. 1:1 conversation with my PCP</li> <li>2. If I were sick and needed treatment now</li> <li>3. Clear information about the risks / considerations</li> </ol>	<ol style="list-style-type: none"> <li>1. If I were sick and needed treatment now</li> <li>2. Clear information about the risks / considerations</li> <li>3. 1:1 conversation with my PCP</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. If I were sick and needed treatment now</li> <li>3. Easy to understand information about what clinical trials entail</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. Easy to understand information about what clinical trials entail</li> <li>3. If I were sick and needed treatment now</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. If I were sick and needed treatment now</li> <li>3. 1:1 conversation with my PCP</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. If I were sick and needed treatment now</li> <li>3. 1:1 conversation with my PCP</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. If I were sick and needed treatment now</li> <li>3. 1:1 conversation with my PCP</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. Easy to understand information about what clinical trials entail</li> <li>3. If I were sick and needed treatment now</li> </ol>	<ol style="list-style-type: none"> <li>1. Clear information about the risks / considerations</li> <li>2. If I were sick and needed treatment now</li> <li>3. 1:1 conversation with my PCP</li> </ol>
<b>Level of trust in healthcare providers</b> <i>(% Trust a lot/somewhat trust)</i>	81%	80%	77%	75%	81%	88%	80%	81%	80%	76%	83%