



**Perceptions & Insights:**  
COVID-19 Survey | April 2020

Given the recent increase in attention to the topic of clinical research in the wake of the COVID-19 pandemic, CISCRP conducted a brief survey to assess what impact the pandemic has had on levels of understanding, perceptions, and experiences related to clinical research. This report outlines key findings from this survey.

Where appropriate, CISCRP draws comparisons between this brief survey and the 2019 Perceptions and Insights Study (a large-scale global survey on public and patient perceptions of clinical research).



The Center for Information and Study on Clinical Research Participation (CISCRP), founded in 2003, is a non-profit organization dedicated to educating the public and patients about the important role that clinical research plays in advancing public health. As part of its mission, CISCRP provides a variety of services designed to assist clinical research stakeholders in (1) understanding public and patient attitudes and experiences and (2) improving volunteer participation experiences and satisfaction. Please consider making a charitable donation to support our mission.

# Methods & Survey Sample

CISCRP fielded an online global survey on April 9<sup>th</sup>, 2020

## COUNTRIES

 United States (47%)

 United Kingdom (13%)

 France (13%)

 Germany (13%)

 Italy (13%)

## Gender

55% Female | 43% Male | 1% All other genders

## Age

39% 34 years & under | 21% 35-44 years | 17% 45-54 | 13% 55-64 years | 11% 65 years or older

## Race

85% White | 6% Black | 6% Asian | 3% Other

## Ethnicity

89% Non-Hispanic | 11% Hispanic

## Clinical Trial Experience

18% Participated | 82% Never Participated

**Of those who have participated, more than half (56%) are currently enrolled in a clinical trial for COVID-19.**

## COVID-19

12% Experienced symptoms | 9% Tested

## SAMPLE SIZE

500 individuals completed the survey

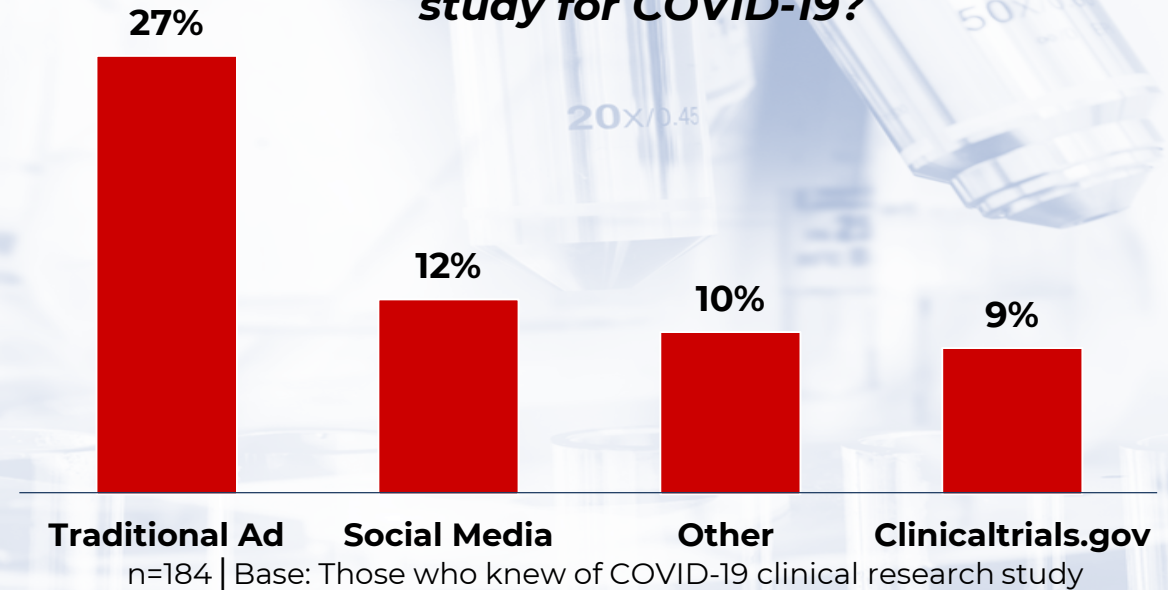
Note: Percentages throughout this report may not total 100 due to rounding

# Awareness of COVID-19 Trials

Overall, most have not heard of specific clinical research studies for COVID-19 (58%)\*.

Those who heard about a clinical trial most commonly heard about the study from traditional ads, such as on TV, radio newspaper or ads on public transportation (27%).

Where did you hear about a clinical research study for COVID-19?



## BY REGION

More Europeans (**40%**) than North Americans (**34%**) have heard of a COVID-19 clinical research study in recruitment.

## BY TRIAL EXPERIENCE

Those with clinical trial experience are significantly more aware of COVID-19 clinical research studies in recruitment (**62%**) compared to those who have never participated (**31%**).

## BY COVID-19 SYMPTOMS, TESTING

Those who have experienced COVID-19 symptoms are also significantly more aware (**58%**) of clinical research studies for the virus compared to those who have not experienced symptoms (**34%**).

Those who have been tested for COVID-19 are also significantly more aware (**62%**) compared to those who have not been tested (**34%**).

\*n=438 | Base: All respondents, excludes "Don't remember"

# Perceptions of Trust and Safety

Similar to the baseline 2019 Perceptions & Insights Study, the COVID-19 survey finds that the majority (78%) consider clinical research to be 'somewhat' or 'very' safe.



## SAFETY CONCERNS

About half (49%) of those who think clinical trials are 'not very' or 'not at all safe' most commonly mention fears of side effects.

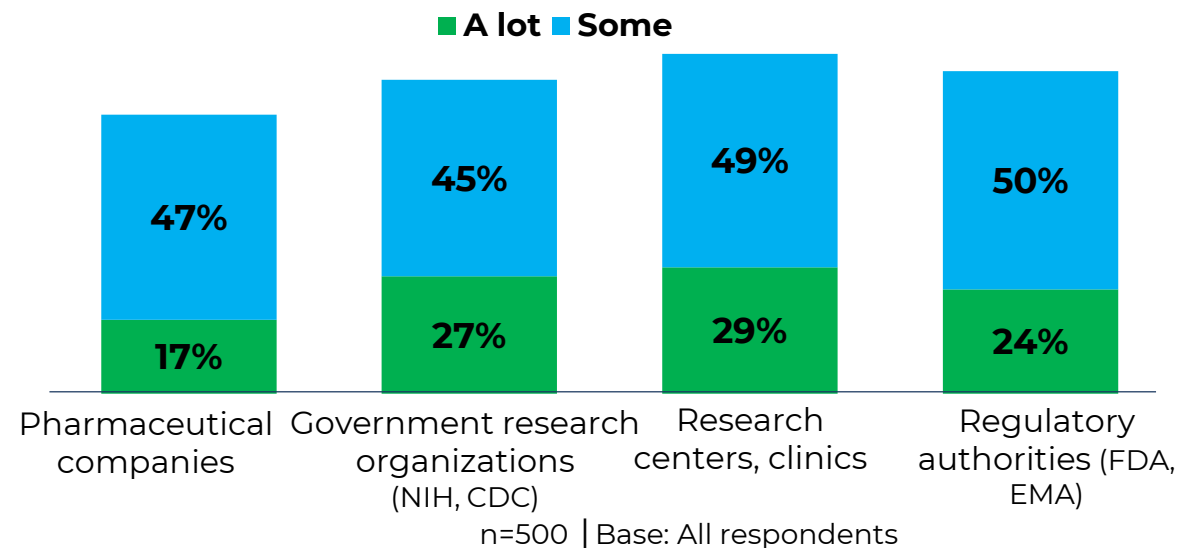
### 'Why do you think clinical trials aren't safe?'

1. There may be side effects (49%)
2. Symptoms could get worse (29%)
3. I don't know enough about research (25%)
4. I don't trust pharmaceutical companies (23%)
5. Too many invasive procedures involved (20%)

## LEVELS OF TRUST

Overall, trust in pharmaceutical companies ranks lower than other research stakeholders.

*How much do you trust the following organizations?*



# Treatment, Vaccine Expectations

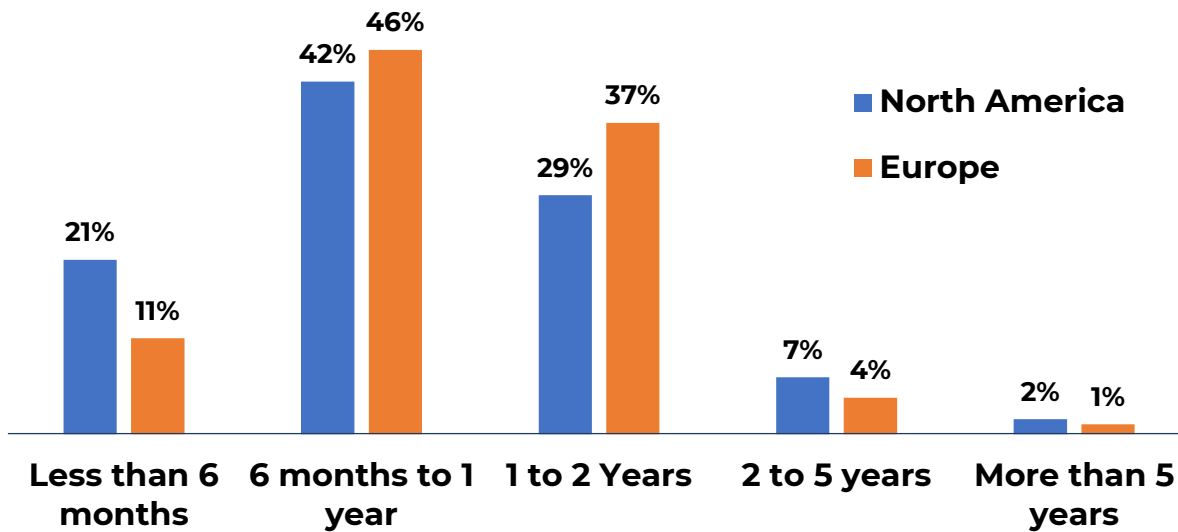
Most understand clinical research ‘somewhat’ or ‘very’ well (89%) – a finding consistent with the baseline 2019 Perceptions & Insights Study.

However, many have unrealistic expectations as to when a new treatment and/or vaccine for COVID-19 will be developed and made available.



More than half (60%) believe a treatment or vaccine will be developed in under a year. Once developed, most (64%) think it will be less than a year before people can start receiving it.

How long will take to develop a COVID-19 treatment/vaccine?



n=474 | Base: All respondents excluding those who did not know

## BY REGION

North Americans are more likely to think a treatment or vaccine for the virus will be developed in less than 6 months and are also more likely to think that, once developed, a new treatment or vaccine could be made available in less than 6 months compared to those from Europe.

# Participation in COVID-19 Clinical Trials

## BY REGION

While **60%** of those in Europe are 'somewhat' or 'very willing,' **48%** of those in North America are willing to participate in a COVID-19 clinical research study.

## BY COVID-19 SYMPTOMS, TESTING

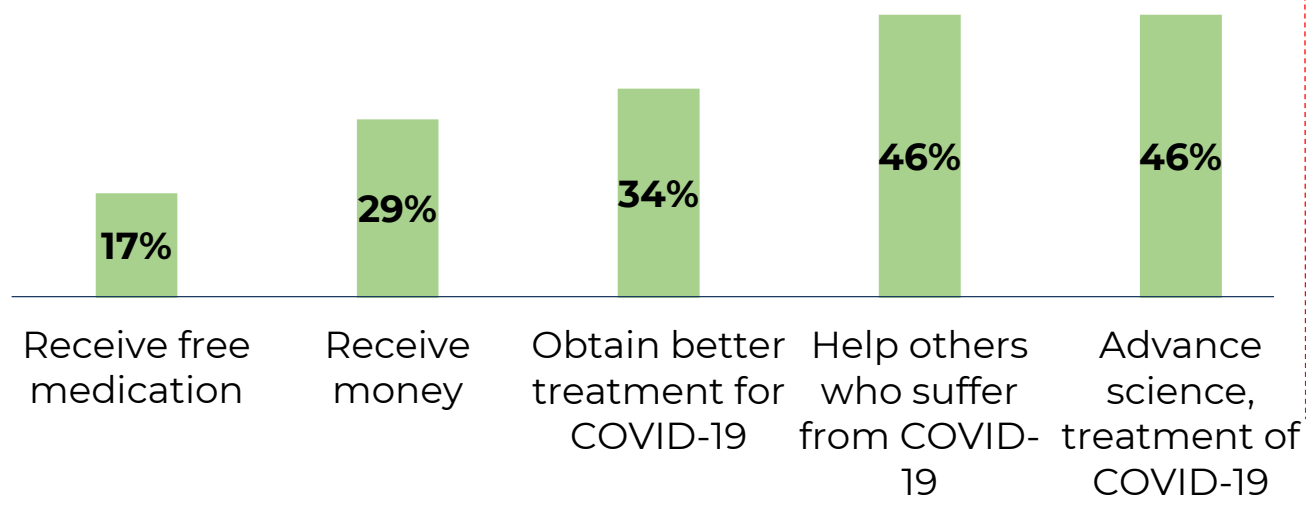
Those who have experienced symptoms of the virus are more willing to participate in a COVID-19 clinical research study (**29% "very willing"**) compared to those who have never experienced COVID-19 symptoms (**14% "very willing"**).

Slightly more than half (55%) are willing to participate in a COVID-19 clinical research study.

Top motivators for participation mirror findings from the baseline 2019 Perceptions & Insights Study with altruistic reasons topping the list.

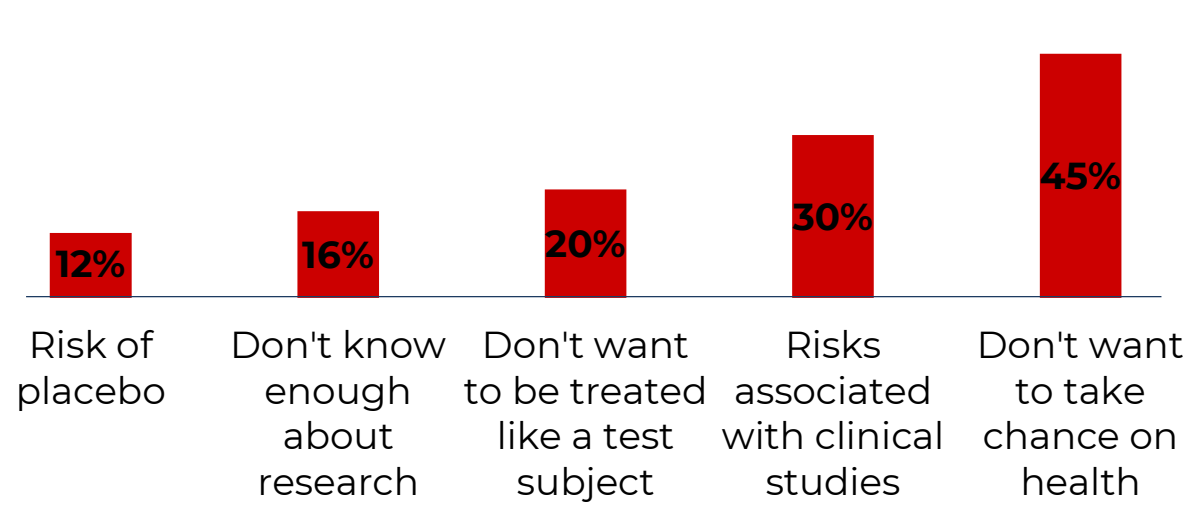
### Which of the following are reasons you would participate in a COVID-19 clinical research study?

n=272 | Base: Those indicating 'somewhat' or 'very willing' to participate



### Which of the following are reasons you would not participate in a COVID-19 clinical research study?

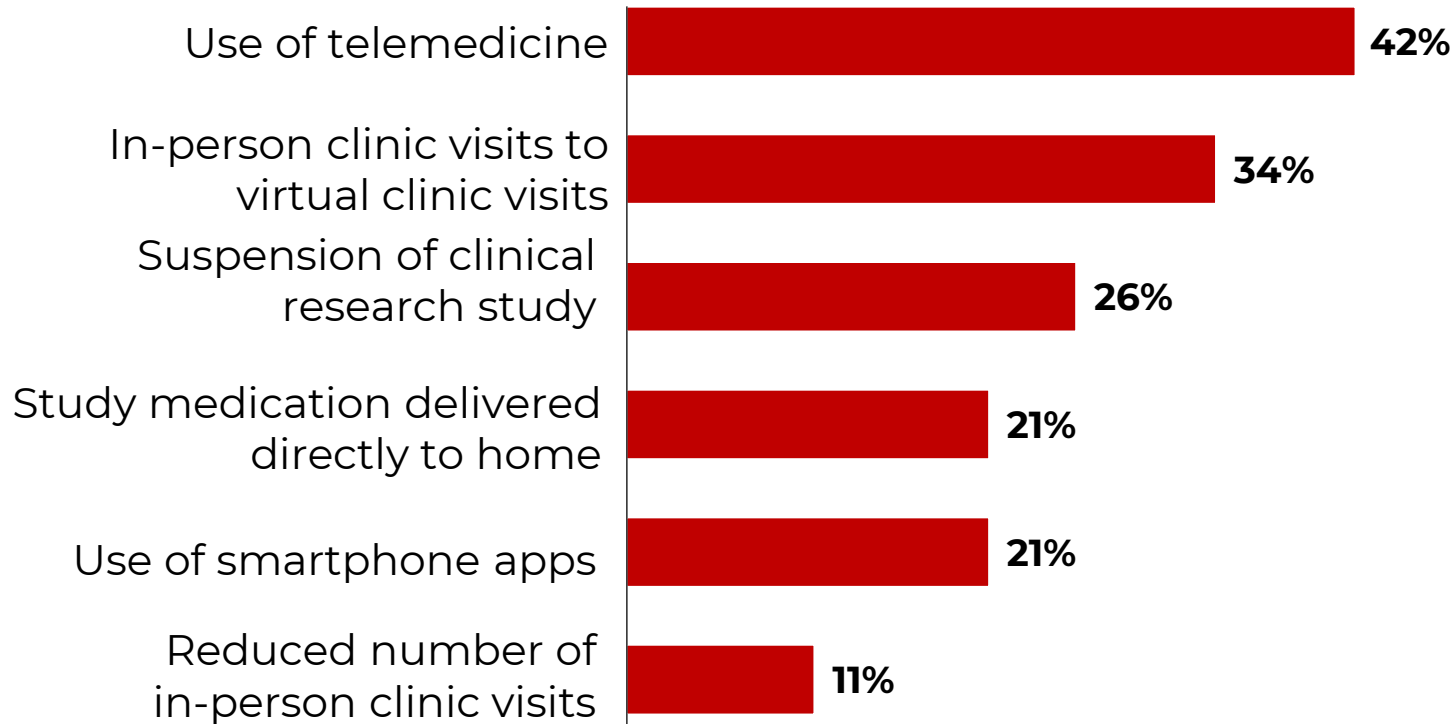
n=228 | Base: Those indicating 'not sure,' 'not at all' or 'not very' willing participate



# Current Clinical Trial Implications

Those enrolled in ongoing clinical trials for illnesses other than COVID-19 are being impacted by the pandemic.

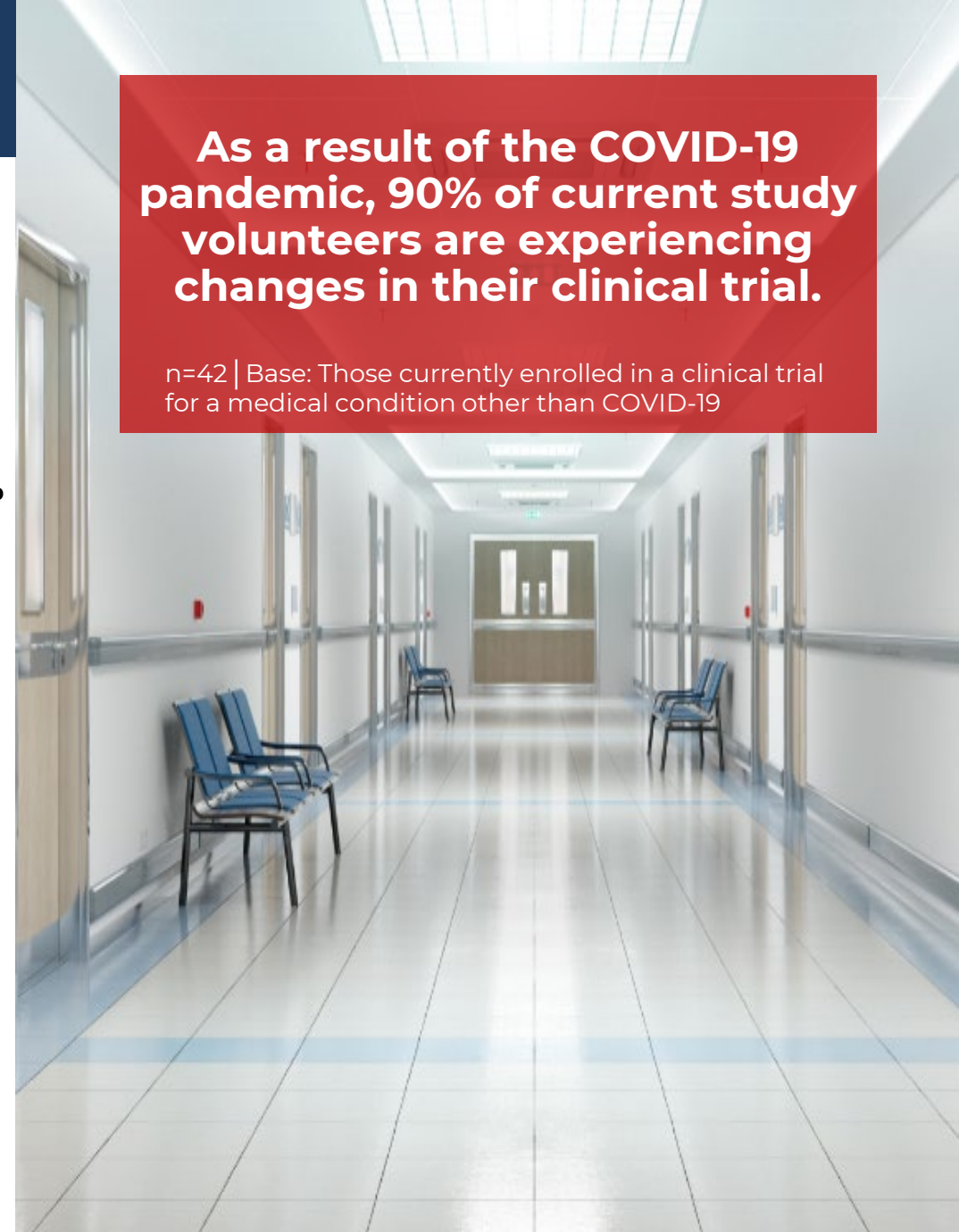
## *What changes have you experienced in your clinical trial as a result of the COVID-19 pandemic?*



n=38 | Base: Those currently enrolled in a clinical trial for a medical condition other than COVID-19, who have experienced changes

As a result of the COVID-19 pandemic, 90% of current study volunteers are experiencing changes in their clinical trial.

n=42 | Base: Those currently enrolled in a clinical trial for a medical condition other than COVID-19



# ABOUT CISCRP

The Center for Information and Study on Clinical Research Participation (CISCRP) is an internationally recognized non-profit organization dedicated to educating and informing the public and patients about clinical research. CISCRP works to raise awareness, enhance experiences, and strengthen communication and relationships among participants, research professionals and the public through various services and events.



## Insights guiding public and patient engagement in clinical research

- Perceptions & Insights Study
- Patient Advisory Boards
- Patient Clinical Trial Journey Workshops
- Custom Research Projects



## Information in plain and easy-to-read language

- Trial Results Summaries
- Health Communication Projects
- Editorial Panels



## Helpful facts and information about clinical research

- Content Licensing
- Media Awareness Campaign: USA Today; Patient Diversity
- Website Content Development; New Brochure Development
- Volunteer Community: Medical Hero's Alumni; Ambassador Network



## Educational and engaging events held in local communities to build clinical trial awareness and trust

- AWARE-for-All
- Medical Hero's Appreciation 5K
- Journey to Better Health Traveling Exhibit

## Additional Resources

Designed to help professionals best engage patients as partners in the clinical research process. [www.ciscrp.org](http://www.ciscrp.org) Education Center, Quarterly eNewsletter, Search Clinical Trials, Sponsorship Opportunities, Webinars, Online Store

For more information about CISCRP and our services, contact us at 877-633-4376, email [info@ciscrp.org](mailto:info@ciscrp.org) or visit [www.ciscrp.org](http://www.ciscrp.org)