



## Children's Health Research in the Media Survey Questions

*Each year, millions of federal dollars are used to support medical research.*

*When research studies are completed, there often are reports of the "findings" (results of the research) in the media, such as TV, newspapers, radio, magazines, and websites.*

*People have different reasons for why they may or may not pay attention to media reports about medical research.*

Q1. Please give your opinion on the following statements:

Select one response in each row.

	Strongly disagree	Disagree	Agree	Strongly agree
Medical research is hard to understand.				
Research results are contradictory---first they say one thing, then they say another				
I like having a medical expert explain what the research means for my child.				

Q2. Please provide your opinions about how well the media (TV, newspapers, radio, magazines, health websites) covers medical research on children's health.

Select one response in each row.

	Strongly disagree	Disagree	Agree	Strongly agree
Generally, media reports do a good job explaining how medical research might affect my child.				
Media reports about medical research scare parents unnecessarily.				
Media reports about medical research help parents know how to keep their children healthy.				

Q3. Select the media source you think is BEST in terms of reporting on medical research on children's health:

Select one response in each row.

	TV	Newspapers* (print or online)	Magazines*	Radio*	Medical or Health Websites	Blogs*
Information that is accurate						
Information that I can understand						
Expert opinions to help explain what things mean						
The first to reach me with new results						
Best overall						

\* For analysis, these categories were combined and described as 'other'.

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