



Perceptions & Insights Study

2 0 2 5

Global trends in public and patient attitudes
about, and experience with, clinical research



DECIDING TO PARTICIPATE

Introduction

When deciding whether to participate in a clinical study, respondents prioritize clear information about the investigational drug, study procedures, and logistical factors such as clinic location, alongside other key considerations.

In this report, CISCRP explores the decision-making process for those considering clinical research participation — specifically, drivers vs. barriers to enrollment, information needed, and other factors considered from the patient's perspective. Learnings from this report can help guide communication and recruitment strategies.



DECIDING TO PARTICIPATE

Most are **confident they can find a clinical study** that is a good fit, but lack of awareness and understanding of clinical research are still key drivers of non-participation.

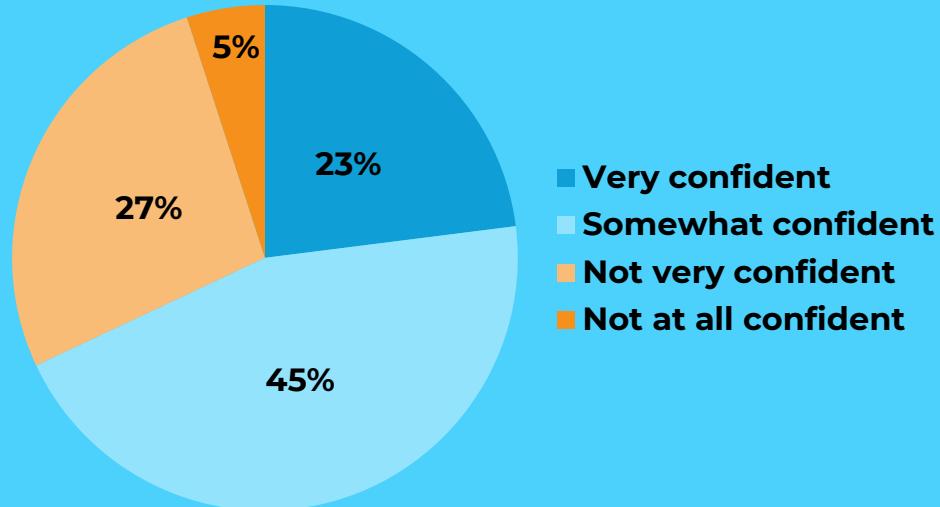
As in past years, **many of those who have tried to participate**, but have not participated in a clinical study, **did not meet the eligibility requirements** (63%) and are still searching for participation opportunities.

Details about **study requirements, logistical considerations** such as clinic location, and **potential costs/reimbursements continue to be rated as 'very important'** to support the participation decision.

If choosing between two studies, patients would place highest importance on considerations such as **details about each study drug, opportunities for reimbursement**, and **distance from the study clinic**.

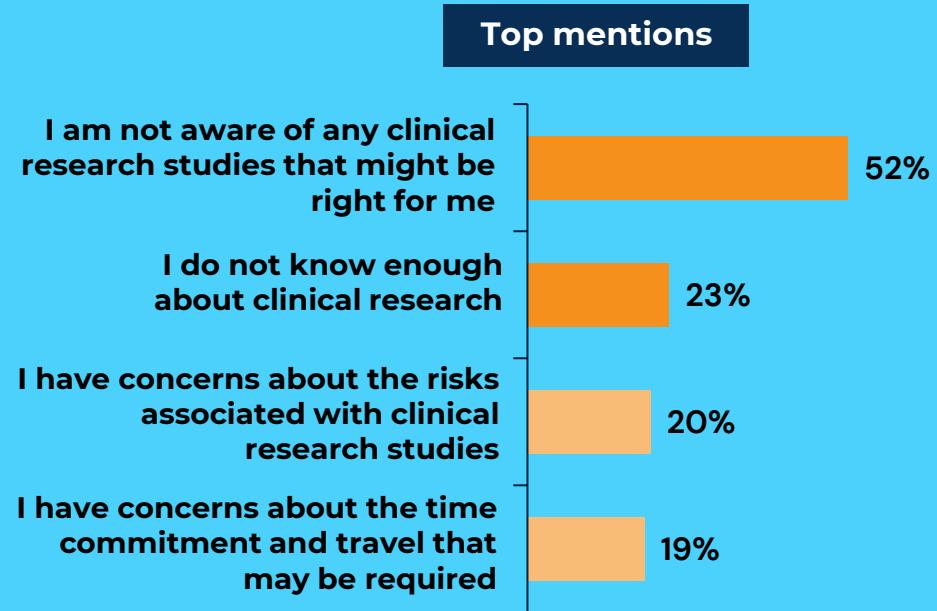
Most Are Confident They Can Find A Clinical Study That is a Good Fit, but Lack of Awareness Remains a Key Driver of Non-Participation

How confident are you that you could find a clinical research study that is right for you?

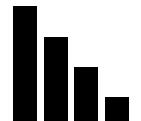


Sample Size = 12,887 Base: All respondents

Why have you never participated in a clinical research study?



Sample Size = 5,942, Base: Those who have never participated in a clinical study and have never tried to participate



As a general trend, **younger respondents were more confident** that they could find clinical study participation opportunities.



As in past years, **those who are Black/African American and those who are Hispanic/Latino report higher confidence** in finding participation opportunities compared to other race/ethnicity groups.



Findings are generally consistent with previous years.

Levels of Confidence in Finding a Clinical Research Study by Respondent Demographics

How confident are you that you could find a clinical research study that is right for you?

	Asia-Pacific (n=705)	Europe (n=5,257)	North America (n=5,723)	South America (n=609)	Africa (n=593)
Very confident	20% (n=140)	15% (n=814)	27% (n=1,552)	26% (n=160)	42% (n=247)
Somewhat confident	43% (n=304)	42% (n=2,222)	48% (n=2,762)	48% (n=291)	45% (n=267)
Not very confident	28% (n=195)	35% (n=1,854)	21% (n=1,225)	25% (n=150)	12% (n=71)
Not at all confident	9% (n=66)	7% (n=367)	3% (n=184)	1% (n=8)	1% (n=8)

Sample Size = 12,887 Base: All respondents
Percentages may not add to 100% due to rounding.

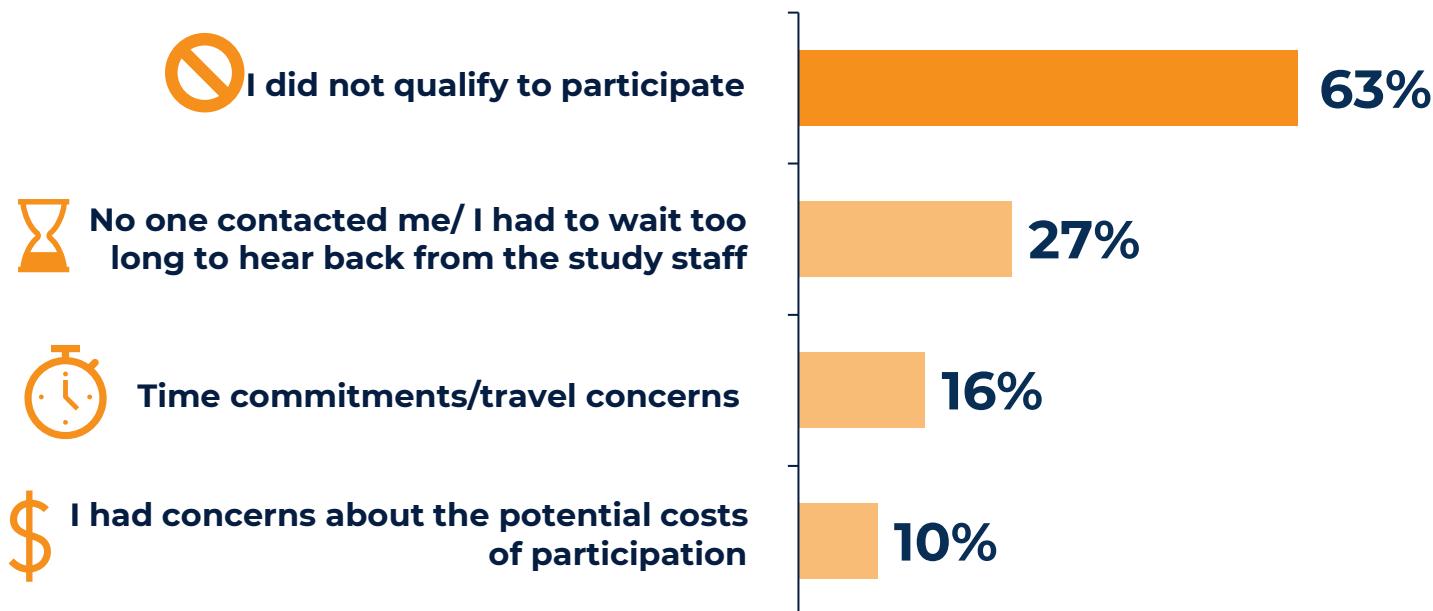
	Less than high school (n=596)	High school graduate or equivalent (n=2,877)	Associates degree or equivalent (n=3,227)	College graduate or equivalent (n=3,719)	Graduate school or equivalent (n=2,309)
Very confident	17% (n=102)	23% (n=656)	20% (n=648)	24% (n=876)	26% (n=601)
Somewhat confident	42% (n=249)	44% (n=1,261)	47% (n=1,525)	45% (n=1,691)	46% (n=1,065)
Not very confident	34% (n=201)	28% (n=804)	28% (n=901)	27% (n=996)	23% (n=536)
Not at all confident	7% (n=44)	5% (n=156)	5% (n=153)	4% (n=156)	5% (n=107)

Sample Size = 12,728 Base: All respondents. Excludes 'Prefer not to answer'

Many Not Able to Participate Due to Eligibility Criteria and are Still Searching for a Study

What was the primary reason that you did not participate in the clinical research study? (Select all that apply)

Top mentions



Sample Size = 2,532, Base: Those who have never participated but tried to join a clinical research study



What happened after you found out you did not qualify for the clinical research study?

- 82% are still searching for participation opportunities
- 15% decided not to participate in any other clinical research studies
- 5% were referred to another clinical research study by the study staff
- 4% enrolled in another clinical research study

Sample Size = 1,608, Base: Those who tried to participate but did not qualify for a clinical study



How long did you wait before hearing back from the study staff? (Top mention)

48%

Never heard back

Sample Size = 675, Base: Those who tried to participate but had to wait too long before hearing back from the study staff

Key Information About Study Logistics Needed Before Making the Decision to Participate

Thinking about the logistics of the clinical research study, how important is it to you to know each of the following types of information before making the decision to participate in a clinical research study? (% Indicating 'Very Important')

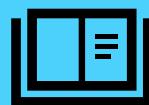
Higher Importance



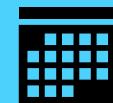
Lower Importance*



*Note: Even among the lower importance items, 46% or more indicated that each of these considerations is 'Very important', highlighting the importance of sharing comprehensive information about the study with patients to support the participation decision.



Generally, those with a **higher education level were more likely to indicate high importance** for each of these considerations.



Findings are generally consistent with previous years.

Base: Those who have never participated in a clinical study (n=8,472)

If Deciding Between Two Studies, Respondents Place Highest Importance on the Details of Each Study Drug



Imagine you were considering two different clinical research studies, and you were deciding which one to participate in. Which of the following would be most important to you **when selecting one study over another?** **(Select top three)**

Top mentions

55%

Details about each study drug (e.g., the way that each study drug works in the body, availability of results/safety and efficacy data from previous studies)

37%

The availability of reimbursement for study-related expenses

35%

How far away from my house each study clinic would be

30%

My doctor recommending one study over another

26%

Knowing that my clinical study results would be returned to me

26%

Remote or local visit options (e.g., local lab, home health, telehealth)

26%

The phase of each clinical study

About this Study

The objectives of this study are to establish routine global assessments of public and patient perceptions, motivations, and experiences with clinical research in order to monitor trends and identify opportunities to better inform and engage the public and patients as stakeholders and partners in the clinical research enterprise.

Between April and June 2025, CISCRP conducted an online international survey. The survey instrument was based in part on questions posed in past surveys. CISCRP received input and support from pharmaceutical, biotechnology, and contract research organizations. The survey instrument was reviewed by an ethical review committee. CISCRP collaborated with Clariness, James Lind Care, and Rare Patient Voice to reach and engage respondents.

12,887

Survey Respondents

**Respondent
characteristics
are as follows:**

Gender	53% Female 46% Male 1% All other genders
Region	44% North America 5% South America 41% Europe 5% Asia-Pacific 5% Africa
Age	18% 18–34 years old 16% 35–44 years old 16% 45–54 years old 20% 55–64 years old 31% 65 or older
Race (top mentions)	76% White 9% Black or African-American 6% Asian
Ethnicity	86% Non-Hispanic 13% Hispanic
Incidence of participation in a clinical study	66% have never participated 34% have participated

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

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.

About CISCRP's Research Services

✓ **Patient & Caregiver Advisory Boards**

✓ **Clinical Trial & Patient Journey Projects**

✓ **Surveys & Quantitative Research Projects**

✓ **Custom Research Projects**

CISCRP's experienced Research Services team is skilled at engaging patients and their support network to obtain meaningful insights for sponsors – including pharmaceutical, biotechnology and medical device companies; contract research organizations; academic and for-profit institutions; foundations; and nonprofit organizations.

Recognized as a trusted leader in the industry, our team brings extensive global experience across therapeutic areas. We excel at facilitating discussions on complex concepts, therapies, and protocols with patients and the public. The findings gathered are transformed into actionable insights designed to drive organizational change.



2025 Perceptions and Insights Study Team

- **Annick de Bruin, Chief Research and Insights Officer**
- **Jasmine Masullo, Senior Director**
- **Shalome Sine, Senior Manager & Quantitative Insights Specialist**
- **Rachel Melloul, Senior Project Manager**
- **Elena Wade, Project Manager**
- **Nicole Weiland, Associate Director Marketing**
- **Lindsey Elliott, Senior Manager, Marketing and Communications**
- **Jasmine Walker, Associate Editor, Health Communication Services**



Thank You

CISCRP thanks the following organizations for
their support of the 2025 P&I Study:



Johnson & Johnson
Innovative Medicine



CLARINESS



Connect With Us
ciscrp.org | info@ciscrp.org | (617) 725 2750