CISCRP

Perceptions & Insights Study

2025

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

GENERAL AWARENESS AND PERCEPTIONS

Introduction

While understanding, awareness, and willingness to participate all decreased from 2023, the majority remain generally willing to participate in clinical research studies.

In this report, CISCRP provides a summary of the results of the latest global survey of the general public and patient perceptions about clinical research. The findings can help inform the development of targeted outreach and educational strategies.

As in past years, there continues to be a **disconnect between how respondents would prefer to learn** (i.e., through doctors) versus **how they actually learn about clinical research studies** (i.e., online and through advertisements).

Trust in pharma continues to lag behind other organizations involved in clinical research. Transparency and patient engagement activities were cited as the most effective strategies to help build trust.

Knowing that the company included a **diverse set of participants in their clinical studies** and **employed staff that was diverse** was a top-mentioned approach to **building trust** among those who were Black/African American, American Indian or Alaska Native, and Asian/Pacific Islander.

Most would be interested in attending a community event to learn more about clinical studies.

Key Comparisons Over the Years

General Perceptions, Awareness, and Understanding

Self-reported general understanding of clinical research decreased in 2025. Over half of those surveyed indicated seeing or hearing about a clinical research study during the past six months. General willingness to participate in a clinical study dropped slightly compared to 2023 but remains high overall.

	2023	2025
How well do you understand what is meant by the term 'clinical research study,' also known as a 'clinical study'?	**91%** Very Well or Somewhat Well	**78%** Very Well or Somewhat Well
During the past six months, do you remember seeing or hearing about a clinical research study that was looking for volunteers?	**57%** Yes **43%** No	**52%** Yes **48%** No
In general, how willing would you be to participate in a clinical research study?	**91%** Very Willing or Somewhat Willing	**87%** Very Willing or Somewhat Willing

Data Notes:

- **Understanding:** Base: Those who have not participated in a clinical study. N(2023)=7,459. N(2025)=8,472. Drop in understanding in 2025 was driven primarily by respondents residing in Europe, particularly Denmark and Sweden, where the majority report low familiarity with the term 'clinical research.'
- **Awareness in past six months:** Base: Those who have participated. N(2023)=7,459. N(2025)=7,493. 2025 results calculated by excluding 'I don't remember.'
- **Willingness to participate:** Base: Those who have not participated in a clinical study, excludes 'I am not sure.' N(2023)=7,179. N(2025)=8,123.

Notable Subgroup Differences

General Understanding, Awareness, and Willingness to Participate

Respondents in **North America** generally had **high self-reported levels of understanding**, levels of **awareness**, and **willingness to participate** in clinical studies compared to other world regions.

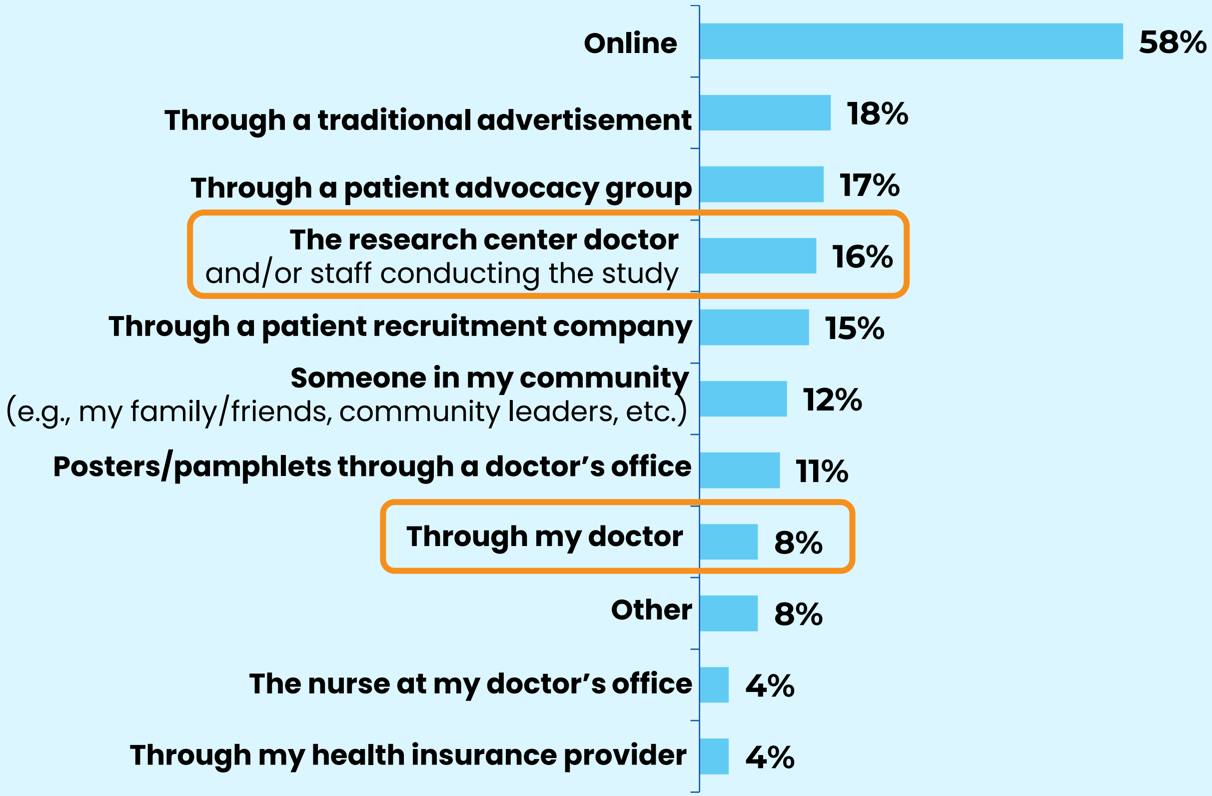
As in past years, strong willingness to participate persists among underrepresented communities. The majority who were Black or African American (55%) and half of those who were American Indian or Alaska Native (50%) indicated that they would be 'Very willing' to participate in a clinical research study.

As a general trend, **understanding, awareness, and willingness to participate** were all elevated with **increasing education level.**

Most Prefer to Learn About Clinical Studies Through Their Doctor, but Most Continue to See or Hear About Clinical Studies Online

In general, how would you prefer to learn about a clinical research study?
(Select all that apply)

Sample Size = 12,887 | Base: All respondents



Where did you see or hear about a clinical research study?
(Select all that apply)

Sample Size = 7,385| Base: Those who saw or heard about a clinical research study looking for volunteers for the past 6 months

Continued Impact of Social Media on Clinical Research Awareness

Among those who would prefer to see or hear about clinical research studies online, the top preferred online resource was social media, with Facebook being the most popular social media platform. Similarly, among those who did see or hear about a clinical research study online, social media was cited as the top source of this information, most often via Facebook.

Where online would you prefer to see or hear about a clinical research study?
(Top mentions)

- **Social media (50%)**
- **Government registry (46%)**
- **Online patient community (44%)**

Sample Size = 3,259 | Base: Those who would prefer to see or hear about a clinical research study online

Where online did you see or hear about a clinical research study?
(Top mentions)

- **Social media (62%)**
- **Online advertisement (31%)**
- **Online patient community (23%)**

Sample Size = 2,347 | Base: Those who saw or heard about a clinical research study online

On which social media platform would you prefer to see or hear about a clinical research study?
(Top mentions)

- **Facebook** (82%)
- **Instagram** (43%)
- **YouTube** (36%)

Sample Size = 1,589 | Base: Those who would prefer to see or hear about a clinical research study online and through social media

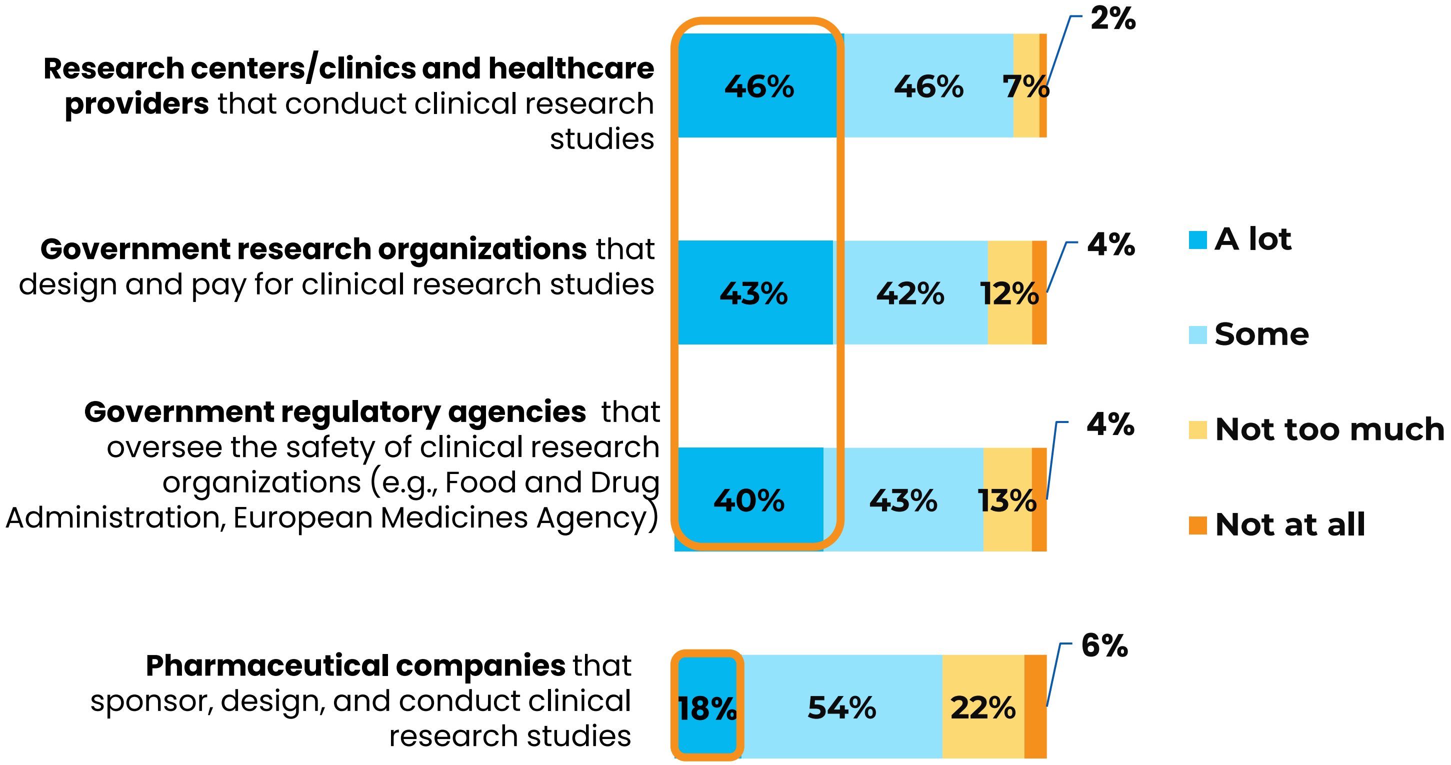
On which social media platform did you see or hear about a clinical research study?
(Top mentions)

- **Facebook** (85%)
- **Instagram** (28%)
- **YouTube** (13%)

Sample Size = 1,426 | Base: Those who saw or heard about a clinical research study online and through social media

Trust in Pharma Continues to Lag Behind Other Organizations Involved in Clinical Research

How much do you trust each of the following organizations?



Sample Size = 12,887 | Base: All respondents

Those with clinical study experience are more likely to place high trust in pharmaceutical companies (23%) compared to those who have never participated (15%).

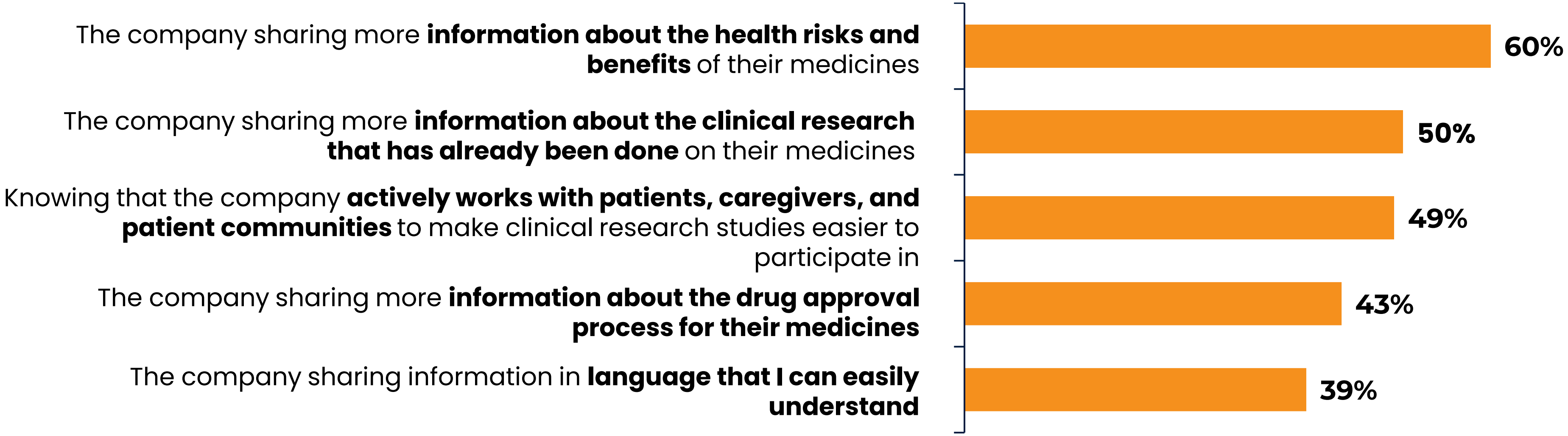
High trust in pharmaceutical companies rose with increasing education level.

Those living in **urban** areas were **most likely** to place **high trust** in pharma, while those living in **rural areas** were **least likely to place high trust in pharma**. However, across all community types, trust in pharma remained lower than trust in other organizations.

Strategies for Building Trust in Pharmaceutical Companies

What, if anything, might increase your trust in pharmaceutical companies that are conducting clinical research studies? *(Select all that apply)*

Top mentions



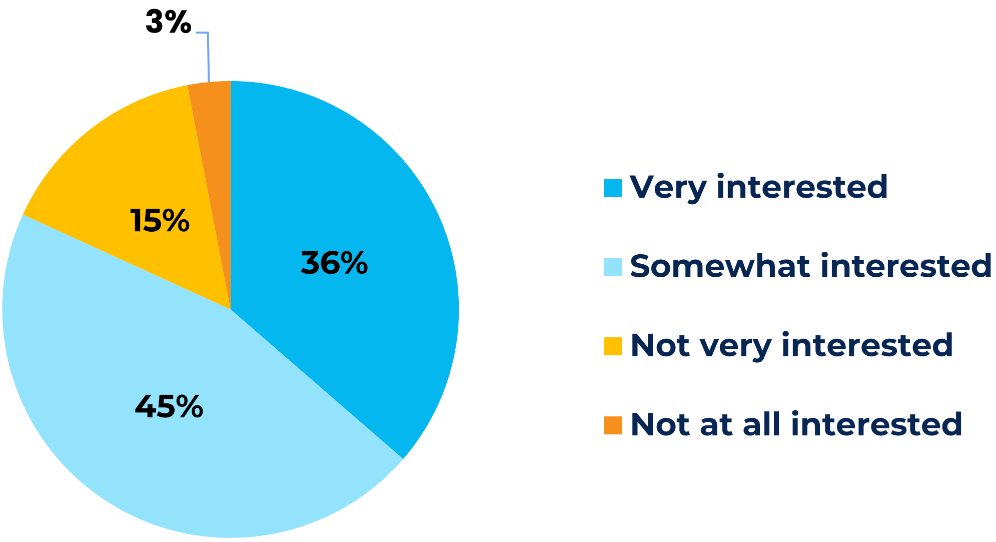
Sample Size = 12,887 | Base: All respondents, 2025

Findings are generally consistent with 2023, with transparency & patient engagement also identified as the most effective trust-building strategies.

Among those identifying as Black/African American, American Indian or Alaska Native, and Asian/Pacific Islander, **knowing that the company included a diverse set of participants in their clinical studies and employed staff that was diverse** was a top-mentioned trust-building strategy.

Most Would be Interested in Attending a Community Event to Learn More About Clinical Studies

How interested would you be in attending a community event where you could learn more about clinical research/clinical studies (e.g., a local health fair, or an event organized by a community/patient advocacy group)?



Sample Size = 12,887 | Base: All respondents, 2025

Interest levels varied widely by world region, with those residing in Africa (64%), South America (44%), and North America (41%) most likely to indicate strong interest while only 1 in 4 indicated strong interest in Asia and Europe.

As a general trend, **younger age groups were more likely to indicate strong interest.**

Those who were Black/African American (60%) and **those who were American Indian or Alaska Native** (43%) were the **most likely to indicate strong interest** in attending this kind of event.

Those who were **Hispanic/Latino** also **indicated higher interest** levels compared to those who were non-Hispanic.

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

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CISCRP

Thank You

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