

People Now More Willing than Ever to Participate in Clinical Trials

Pandemic experience has stirred interest in the US and EU, survey shows

A new survey conducted by IQVIA indicates that consumer attention on the development of COVID-19 vaccines and treatments could point to a rising interest in clinical trials participation – and a bonus for future recruiting efforts.

The survey, which included 6,410 respondents across the United States (US) and Western Europe (EU), measured overall perception of clinical research one year into the COVID-19 pandemic.

The data capture consumers’ attitudes about clinical trial participation, the motivators, barriers they face, and how their opinions have evolved since the pandemic began. And data show that interest varies based on demographics, location, and research/healthcare experience.

The biopharma industry’s takeaway? If sponsors can address the unique concerns and motivations among different populations and demographics, they could more effectively translate consumer interest into participation.

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Who’s interested?



The majority of respondents say they are open to taking part in clinical research.

70% of US respondents and **80% of EU respondents** say they are somewhat interested in trial participation.

Those with the highest level of interest skew urban, have participated in clinical research in the past, and are more likely to suffer from relevant conditions. [Click the boxes below to learn more.](#)

Altruism, representation drive interest

When asked why they were now interested in clinical research, those with high interest couldn’t pinpoint one specific driver. The majority cited a combination of their desires to:

Help others (63%)

Advance science (63%)

Earn extra money (53%)

This underscores the importance of improving demographic representation in clinical trials as both a public and regulatory expectation.

“People want to see proof that the pharmaceutical industry values diversity and inclusion in research. Sponsors who communicate commitment to diversity, equity and inclusion in recruiting may be better able to engage diverse communities in their research efforts.”

— Pankaj Patel, Head of Diversity and Inclusion for R&D, IQVIA



Influence varies across demographics

Awareness of research during the pandemic drove interest in research participation across all demographics; however, different populations varied in what other factors influenced them.

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COVID-19 influence: New faith in pharma

VS Among those who are very/extremely interested in trial participation: **almost half of US respondents** and **a third of EU respondents** say their trust in clinical research has increased since the start of the pandemic.

COVID-19 had a bigger impact on the desire to participate in trials among Black / African Americans and Hispanics / Latinos in the US. Roughly one-in-four say they are “much more interested” in being a part of trials compared to about 15% of white respondents.

“The COVID pandemic has made me conclude that everyone needs to help any way they can. If I can help someone by participating in a study I would definitely do [it].”

— Survey respondent (US, female, 35-44, white, Hispanic)

Everyone expects flexibility

All survey respondents said that they expect flexibility and minimal disruption to their daily lives as a condition of participation. 74% report being unaware that decentralized clinical trial (DCT) features were even an option.

This survey reinforced that technology-enabled trials must become a permanent part of clinical research. That’s good news for sponsors as the benefits of DCTs can make the decision to participate easier for busy patients; however, it only adds value if consumers are aware of these options to pique their interest and encourage enrollment. Access the full report at [IQVIA.com/patient-pov](https://www.iqvia.com/patient-pov) or by clicking the button below.

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