



File American
Cancer

**THE ACS CAMPAIGN AGAINST CANCER WANTS TO KNOW
WHERE THE PRESIDENTIAL CANDIDATES STAND ON CANCER**

- Doctors say in **10 years** cancer will be America's number one killer. They also say that with the right push we can find a cure for cancer in the near future. **As our next president, please describe how you would move us closer to finding a cure for cancer.**
- Cancer strikes **40 percent** of Americans and **1 out of 4 deaths** in the U.S. today is from cancer. Because of better treatment and early detection, we've made progress and today, **60 percent** of those struck with cancer survive. But, many HMOs and other health insurance plans will not cover cutting edge treatments and clinical trials for cancer patients that doctors say save lives. **As president, what would you do to ensure that Americans who have health insurance are able to receive the treatment doctors say they need and many insurance companies won't cover to beat this disease?**
- **89 percent** of voters describe cancer as a serious or urgent problem in the United States. **Do you agree? And if so, what specifically will you do to address this national issue?**
- **1/3** of likely voters nationwide say they would be more likely to support a candidate who made increased spending for cancer research and prevention a top priority. **Will you make increasing cancer research spending a top priority? And if so, by how much?**
- Nearly **50 percent** of voters would be much more likely to support a candidate who stresses access to treatment as a priority in the fight against cancer. **What will you do to support access to treatment for cancer patients?**
- We know that preventive measures such as mammograms save lives. In a recent poll, nearly **40 percent** of likely voters said they would like to support a candidate who stresses educating the public about cancer prevention and early detection. **What would be your Administration's policies to stress cancer prevention and education?**
- A recent poll indicated that **44 percent** of likely voters would be more likely to support a candidate who stressed increased access of uninsured people to general health care so they can receive preventive check-ups or treatment to fight cancer. **What would you do to insure those without health insurance can receive preventive check-ups and medical treatment to beat cancer?**



Where American Voters Stand on Cancer Where Iowa and New Hampshire Voters Stand on Cancer

Cancer has touched all Americans, and it is on the minds of voters.

- **83% of voters nationwide** know someone close to them who have or have had cancer. **Iowa voters: 86%; New Hampshire voters: 84%**
- **67% of voters nationwide** have had someone close to them die of cancer. **Iowa voters: 80%; New Hampshire voters: 79%**
- **67% of voters nationwide** have immediate family members (spouse, mother, father, sibling, yourself, etc.) who have or have had cancer. **Iowa voters: 68%; New Hampshire voters: 68%**
- **51% of voters nationwide** are more worried about family members getting cancer or getting cancer themselves than any other disease. **Iowa voters: 45%; New Hampshire voters: 51%**

Americans make it clear. Their support for cancer spending is a voting issue.

- **36% of voters nationwide** say cancer is an urgent problem and **53%** say it is a serious problem. **Iowa voters: 36%; New Hampshire voters: 35%**
- **42% of voters nationwide** think the federal government should spend more money on research to find a cure for cancer. **Iowa voters: 33%; New Hampshire voters: 39%**
- **35% of voters nationwide** they would **much more** likely support a candidate who increased funding for cancer research. **Iowa voters: 32%; New Hampshire voters: 31%**
- **49% of voters nationwide** would **much more** likely support a candidate who ensures that all cancer patients will have access to quality care and treatment. **Iowa voters: 46%; New Hampshire voters: 46%**
- **39% of voters nationwide** would **much more** likely support a candidate who educated the public about benefits of cancer prevention and early detection. **Iowa voters: 33%; New Hampshire voters: 37%**
- **41% of voters nationwide** say cancer should receive the most funding for medical research over the next 15 years. **Iowa voters: 45%; New Hampshire voters: 42%**

Americans want the battle against cancer fought on all fronts.

- **More than 48% of voters nationwide** say that a candidate would be very appealing if they:
 - Recognized cancer as a priority
 - Made a national commitment to reduce the deaths of cancer by 50%
 - Dramatically increased our breakthrough efforts for a cure.**Iowa voters: more than 43%; New Hampshire voters: more than 43%**
- **More than 44 % of voters nationwide** would more likely to support a candidate who pledges to:
 - Provide adequate treatment for cancer patients
 - Require HMOs and other health insurance plans to provide coverage for trials of cutting-edge treatments
 - Increase the health care access for uninsured people, including preventive measures and screening for cancer**Iowa voters: more than 38%; New Hampshire voters: more than 41%**

Americans are optimistic and think goal-oriented about a cancer cure.

- **30% of voters nationwide** believe that medical science will develop a cure in the next **five** years. **Iowa voters: 29%; New Hampshire voters: 25%**
- **33% of voters nationwide** believe that medical science will develop a cure in the next **ten** years. **Iowa voters: 32%; New Hampshire voters: 34%**

****Peter D. Hart Research Associates, Inc. conducted this survey among 801 likely nationwide voters, 684 likely Iowa voters and 693 likely New Hampshire voters.***

****The American Cancer Society does not support or oppose political candidates or parties. This information is intended to educate candidates and the public about the importance of cancer as a public policy issue to the American people.***



CANCER FACT SHEET

CANCER IS THE SECOND LEADING CAUSE OF DEATH IN THE U.S. 1,500 people each day will die of cancer this year -- a total of 546,000. And, over 1.2 million new cancer cases will be diagnosed this year alone.

1 IN 2 MEN and 1 IN 3 WOMEN WILL GET CANCER IN THEIR LIFETIME.* Anyone can get cancer. Since incidence rises with age, most cases affect adults in mid-life or older.

CANCER COSTS THIS COUNTRY \$107 BILLION ANNUALLY. According to the National Institutes of Health, \$37 billion is spent for treatment, \$11 billion for indirect morbidity costs, and \$59 billion for indirect mortality costs. Treatment of breast, lung and prostate cancers account for over half of direct medical costs.

SINCE 1990, 12 MILLION NEW CANCER CASES HAVE BEEN DIAGNOSED. With prevention and detection education, research funds and access to health care, the number of new cases in the next decade can be reduced.

LUNG, BREAST, COLON and PROSTATE CANCERS ARE THE LEADING FORMS OF CANCER, ACCOUNTING FOR MORE THAN 50% OF ALL NEW CANCER CASES. Early detection of these forms of cancer can greatly enhance survival.

TODAY, APPROXIMATELY 60% OF PEOPLE WITH CANCER ARE SURVIVING. 8.2 million Americans alive today have a history of cancer. Research has created some changes and opportunities in the diagnosis and treatment of the disease. Some cancers that only a few decades ago had a very poor outlook are often cured today, including acute lymphocytic leukemia in children and Hodgkin's Disease.

PREVENTION MEASURES, REGULAR SCREENINGS AND SELF-EXAMS AGAINST CANCER CAN IMPROVE PEOPLE'S CHANCE FOR SURVIVAL. All cancers caused by cigarette smoking and heavy use of alcohol could be prevented completely. Most skin cancers diagnosed annually could be prevented. Many cancers related to dietary factors could also be prevented.

EARLY DETECTION IS ESSENTIAL. Over 90% of women with breast cancer, men with prostate cancer, and men and women with colon cancer who were detected early with new cancer cases have a 5-year survival rate.

GUIDELINES FOR EARLY DETECTION OF CANCER. The American Cancer Society recommends a cancer-related check-up by a physician every three years for persons aged 20-39, and annually for those age 40 and over.

* According to present rates ** According to a relative five-year survival rate

MEMORANDUM

TO: AMERICAN CANCER SOCIETY

FROM: PETER D. HART RESEARCH ASSOCIATES

DATE: SEPTEMBER 1, 1999

**RE: AMERICANS' ATTITUDES TOWARD CANCER:
KEY RESEARCH FINDINGS**

From August 10 to 16, 1999, Peter D. Hart Research Associates conducted a survey among a representative cross section of 801 likely presidential voters nationwide, 684 likely caucus participants in Iowa, and 693 likely primary participants in New Hampshire. Hart Research also conducted four focus groups in late July among Democratic and Republican voters in Iowa and New Hampshire. This study was undertaken on behalf of the American Cancer Society. This memorandum presents the key findings that emerge from this study on American voters' attitudes toward and experiences with cancer.

1 Cancer has touched the lives of millions of Americans. The broad and tragic reach of this illness is evident when you consider that 83% of likely voters nationwide say that someone close to them has had cancer, including 67% who have lost someone close to them to the disease. Cancer has even reached into the homes of many voters—55% have an immediate family member who has had the disease, and 10% have suffered from cancer themselves (including 23% of voters age 60 and over).

In light of the large percentage of voters who have been affected by cancer, it is not surprising that it tops the list of diseases that people worry about. Half (51%) of all likely voters worry that they or a member of their family will get cancer, rating their concern as an "8," "9," or "10" on a 10-point scale. By comparison, 45% have the same level of concern that they or a family member will get heart disease, 27% worry about Alzheimer's disease, and 16% worry about HIV or AIDS.

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Americans' broad experience with cancer coupled with their concern that they or a family member could contract the illness makes cancer a major national issue in the minds of voters. Voters are virtually unanimous (89%) in describing cancer as an urgent or serious problem in the United States today.

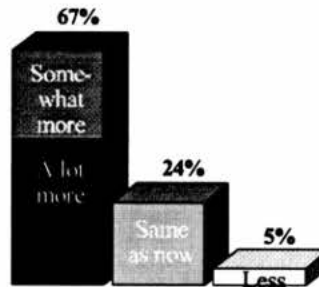
Only 10% feel that cancer is a moderate or minor problem.

Voters support increases in cancer research spending as a way to address this issue. Two-thirds (67%) of voters would like the federal government to spend more money on research to find a cure for cancer, including 42% who feel that the government should spend *a lot more*. By contrast, only 29% say that the government should spend less (5%) or about the same

amount (24%) that it currently spends on cancer research. Indeed, voters clearly point to cancer as the most important priority for medical research. Forty-one percent feel that cancer is the disease that should receive the most funding over the next 15 years—far more than say that AIDS (14%), heart disease (10%), diabetes (10%), or Alzheimer's (9%) should be top priorities.

Funding for Cancer Research

On research to find a cure for cancer, the federal government should spend:



** 62% each say we should spend more on health care for the uninsured and on public health programs to prevent disease.*

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Americans make it clear that their support for cancer spending will translate into voting behavior. One-third (34%) of likely voters nationwide would be more likely to support a presidential candidate who made funding for cancer research and prevention a top priority. This level of support for

candidates who favor increasing cancer funding is extremely solid, because survey respondents were explicitly given the option to say that it would not affect their presidential vote. Given this option, 59% say the issue would not make any difference to them, thus making the 16% who would be *much* more likely to support such a candidate an indication of real support. Furthermore, focus group research reveals that

"I want a leader who can stand on his own feet. By supporting cancer spending, he would be saying from his heart, 'This is what I believe in.'"
— IA Democrat

"He's going to be a candidate that understands what everybody else in the country has gone through or is going through."
— IA Republican

voters see candidates who support cancer funding as demonstrating strong leadership, real vision, and compassionate values.

4 The agenda for fighting cancer is far broader than just research; Americans want the battle against cancer to be fought on multiple fronts.

While voters strongly support increasing funding for cancer research, it is, in fact, less important to voters than are several other priorities in the fight against cancer. In addition to scientific research, voters' agenda also includes access to treatment, education, and prevention.

"Ensuring that all cancer patients have access to quality care and treatment" is the top priority for voters: 49% would be much more likely to support a candidate who stresses access to treatment as a priority in the fight against cancer. Voters also see "ensuring that cancer patients receive adequate treatment for their symptoms and pain," and "requiring that HMOs and other health insurance plans provide coverage for people who have cancer and qualify for trials of emerging, cutting-edge treatments" as important, with 47% saying that each of these priorities would make them much more likely to support a candidate. "Increasing the access of uninsured people to general health care, including preventive measures and screening for cancer" (44% much more likely), and "educating the public about the benefits of prevention and early detection of cancer" (39%) also resonate with voters as important components of the fight against cancer.

Cancer affects millions of Americans on a daily basis, and it is a top-of-mind issue for many voters. The public strongly supports increasing funding for cancer research, but does not see research alone as going far enough. Instead, voters clearly favor a multi-faceted approach in fighting the battle against cancer. Cancer is a personal, tangible, and powerful issue that clearly can contribute to voters' support for candidates.

PROPORTIONS WHO WOULD BE MUCH MORE LIKELY TO SUPPORT A CANDIDATE WHO STRESSES:

	<u>%</u>
Access to quality care and treatment for all cancer patients	49
Adequate treatment for cancer patients' symptoms and pain	47
Requiring insurance companies to cover cutting-edge treatments	47
Increasing access of uninsured people to general health care	44
Educating the public about cancer prevention and early detection	39
Increasing funding for cancer research	35

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Interviews: 801 likely voters nation-
wide, 684 likely voters in Iowa, and
693 likely voters in New Hampshire
Dates: August 10-16, 1999

	<u>NATIONAL</u>	<u>Iowa</u>	<u>New Hampshire</u>
[109]			
Male	47	45	45
Female	53	55	55

FINAL

Study #5539b
American Cancer Society
August 1999

Please note: all results are shown as percentages unless otherwise stated.

- 1a. First, are you registered to vote at your current address, or haven't you had a chance to register yet?

	<u>NATIONAL</u>	<u>Iowa</u>	<u>New Hampshire</u>		
Yes, registered	100	100	100	CONTINUE	[138]
No, not registered	-	-	-	TERMINATE	
Not sure	-	-	-		

- 1b. How likely would you say you are to vote in the November 2000 general election for president — very likely, fairly likely, just somewhat likely, or not likely?

	<u>NATIONAL</u>	<u>Iowa</u>	<u>New Hampshire</u>		
Very likely	93	92	94		[139]
Fairly likely	7	8	6	CONTINUE	
Just somewhat likely	-	-	-	TERMINATE	
Not likely	-	-	-		
Not sure	-	-	-		

- 2a. How would you describe your overall point of view in terms of the political parties? Would you say you are mostly Democratic, leaning Democratic, completely independent, leaning Republican, or mostly Republican?

	<u>NATIONAL</u>	<u>Iowa</u>	<u>New Hampshire</u>		
Mostly Democratic	28	31	28	CONTINUE	[140]
Leaning Democratic	10	7	10		
Completely independent	23	23	23	SKIP TO Q.3	
Leaning Republican	11	7	9	SKIP TO Q.2c	
Mostly Republican	24	28	26		
Not sure	4	4	4	SKIP TO Q.3	

(ASKED ONLY OF RESPONDENTS WHO SAY THEY ARE DEMOCRATS IN Q.2a., AND ARE IN THE IOWA OR NEW HAMPSHIRE SAMPLES.)

2b. How likely are you to participate in your state's nominating process for the Democratic party's presidential candidate early next year – very likely, fairly likely, just somewhat likely, or not very likely?

	Iowa Democrats	New Hampshire Democrats		
Very likely	63	75	SKIP TO	[141]
Fairly likely	37	25	Q.3	
Just somewhat likely	-	-		
Not very likely	-	-	TERMINATE	
Not sure	-	-		

(ASKED ONLY OF RESPONDENTS WHO SAY THEY ARE REPUBLICANS IN Q.2a., AND ARE IN THE IOWA OR NEW HAMPSHIRE SAMPLES.)

2c. How likely are you to participate in your state's nominating process for the Republican party's presidential candidate early next year – very likely, fairly likely, just somewhat likely, or not very likely?

	Iowa Republicans	New Hampshire Republicans		
Very likely	70	86	CONTINUE	[142]
Fairly likely	30	14		
Just somewhat likely	-	-		
Not very likely	-	-	TERMINATE	
Not sure	-	-		

3. Do you think that the federal government should spend more money, less money, or about the same amount of money that they are currently spending on (READ ITEM)?

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE OF THE NATIONAL SAMPLE WHO SAY A LOT OR SOMEWHAT MORE

	A Lot More	Somewhat More	Somewhat Less	A Lot Less	About The Same Amount	Not Sure	
Research to find a cure for cancer							[145]
NATIONAL	42	25	2	3	24	4	
Iowa	33	26	2	2	30	7	
New Hampshire	39	26	3	2	23	7	
Access to health care for uninsured people							[144]
NATIONAL	34	28	5	4	21	8	
Iowa	23	28	6	6	26	11	
New Hampshire	33	31	4	5	19	8	
Public health programs to prevent disease							[143]
NATIONAL	29	33	3	4	26	5	
Iowa	23	30	2	4	35	6	
New Hampshire	30	35	3	3	22	7	

4. I'm going to read the names of several organizations that might put out information about health and medical issues during the 2000 presidential campaigns, and for each organization, I'd like you to tell me how important its perspective would be to you. If you don't know an organization, please just say so.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE OF THE NATIONAL SAMPLE WHO SAY VERY OR FAIRLY IMPORTANT

	Very Important	Fairly Important	Just Somewhat Important	Less Important	Not Sure	
The American Cancer Society						[146]
NATIONAL	66	16	14	3	1	
Iowa	59	18	17	5	1	
New Hampshire	60	19	14	6	1	
The American Heart Association						[149]
NATIONAL	62	17	14	5	2	
Iowa	54	20	20	5	1	
New Hampshire	55	21	17	6	1	
The American Medical Association						[147]
NATIONAL	42	20	23	9	6	
Iowa	39	20	23	12	6	
New Hampshire	39	22	21	13	5	
The American Association of Retired Persons, or A.A.R.P.						[148]
NATIONAL	39	17	24	15	5	
Iowa	32	16	28	19	5	
New Hampshire	35	15	27	20	3	

5. Now I'm going to mention a few things that some people say they worry about, and I'd like you to rate each item on a ten-point scale, on which a "1" means that you never worry about that happening to you or your family, and a "10" means that you worry a lot about that happening to you or your family.

THIS TABLE HAS BEEN RANKED BY THE MEAN OF THE NATIONAL SAMPLE

	Mean	Worry A Lot 8-10	5-7	Never Worry 1-4	Cannot Rate	
Getting cancer						[150-151]
NATIONAL	7.1	51	34	15	-	
Iowa	6.6	45	35	20	-	
New Hampshire	7.0	51	33	16	-	
Getting heart disease						[156-157]
NATIONAL	6.5	45	33	22	-	
Iowa	6.0	36	39	25	-	
New Hampshire	6.3	36	43	21	-	
Getting Alzheimer's disease						[154-155]
NATIONAL	5.3	27	36	36	1	
Iowa	5.1	24	36	39	1	
New Hampshire	5.4	29	36	34	1	
Getting H-I-V or AIDS						[152-153]
NATIONAL	3.5	16	17	67	-	
Iowa	2.9	10	14	76	-	
New Hampshire	3.2	13	16	71	-	

6. In your opinion, which ONE of the following diseases should receive the most funding for medical research over the next fifteen years?

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE OF THE NATIONAL SAMPLE

	<u>NATIONAL</u>	<u>Iowa</u>	<u>New Hampshire</u>	
Cancer.....	41	45	42	[158]
AIDS.....	14	8	12	
Heart disease.....	10	14	9	
Diabetes.....	10	8	9	
Alzheimer's.....	9	11	11	
All (VOL).....	13	11	14	
None/other (VOL).....	1	1	1	
Not sure.....	2	2	2	

7. Focusing now on just one of those illnesses, do you consider cancer to be an urgent problem, a serious problem, a moderate problem, or a minor problem in the United States today?

	<u>NATIONAL</u>	<u>Iowa</u>	<u>New Hampshire</u>	
Urgent problem.....	36	36	35	[159]
Serious problem.....	53	53	53	
Moderate problem.....	9	9	10	
Minor problem.....	1	1	1	
Not a problem (VOL).....	-	-	-	
Not sure.....	1	1	1	

- 8a. Has anyone close to you ever had cancer?

	<u>NATIONAL</u>	<u>Iowa</u>	<u>New Hampshire</u>		
Yes, someone close has had cancer.....	83	86	84	CONTINUE	[160]
No, no one close has had cancer.....	17	14	16	SKIP TO	
Not sure/refused.....	-	-	-	Q.9	

(ASKED ONLY OF RESPONDENTS WHO SAY THAT SOMEONE CLOSE TO THEM HAS HAD CANCER IN Q.8a.)

8b. For each of the following statements I read, please tell me whether it applies or does not apply to you personally.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE OF THE NATIONAL SAMPLE WHO SAY APPLIES

	<u>Applies</u>	<u>Does Not Apply</u> ¹	<u>Not Sure</u>	
Someone close to you has died of cancer				[162]
NATIONAL.....	67	33	-	
Iowa	69	31	-	
New Hampshire	66	34	-	
Someone in your immediate family has had cancer. By immediate family, I mean your spouse, your father, mother, brother, sister, or yourself				[161]
NATIONAL.....	55	45	-	
Iowa	59	41	-	
New Hampshire	57	43	-	
Someone close to you has had cancer in the past five years				[164]
NATIONAL.....	53	46	1	
Iowa	58	41	1	
New Hampshire	56	44	-	
You have had cancer yourself				[163]
NATIONAL.....	10	90	-	
Iowa	10	90	-	
New Hampshire	9	91	-	

¹ This column includes the percentage who say no one close to them has had cancer or are not sure (Q.8a).

9. Based on what you know, how close do you think medical science is to finding a cure for most forms of cancer — do you think that medical science has a cure right now, will find a cure within the next five years, within the next ten years, will find a cure more than ten years from now, or do you think that medical science will never find a cure for most forms of cancer?

	<u>NATIONAL</u>	<u>Iowa</u>	<u>New Hampshire</u>	
Has a cure right now	7	6	6	[165]
Will find a cure within next five years	30	29	25	
Will find a cure within next ten years	33	32	34	
Will find a cure in more than ten years	13	15	16	
Will never find a cure	9	10	8	
Depends (VOL)	3	2	4	
Not sure	5	6	7	

10. Suppose that a candidate for president of the United States made increasing funding for cancer research and prevention a top priority. Would that make you more likely or less likely to vote for that candidate, or would it not make any difference in your vote?

(IF "MORE/LESS LIKELY," ASK:) And would that make you much (MORE/LESS) likely or somewhat (MORE/LESS) likely to support that candidate?

	<u>NATIONAL</u>	<u>Iowa</u>	<u>New Hampshire</u>	
Much more likely to support	16	11	10	[166]
Somewhat more likely to support	18	23	24	
Somewhat less likely to support	2	2	2	
Much less likely to support	2	2	2	
Makes no difference	59	59	59	
Not sure	3	3	3	

11. There are many different priorities that a presidential candidate could stress when it comes to fighting cancer. I'm going to read you several possible priorities, and for each one, I'd like you to tell me whether you would be more likely or less likely to support a candidate who stressed that as a priority in the fight against cancer.

(READ ITEM) (IF "MORE/LESS LIKELY," ASK:) And would that make you much (MORE/LESS) likely or somewhat (MORE/LESS) likely to support that candidate?

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE OF THE NATIONAL SAMPLE WHO SAY MORE LIKELY TO SUPPORT

	<u>Much More Likely To Support</u>	<u>Somewhat More Likely To Support</u>	<u>Somewhat Less Likely To Support</u>	<u>Much Less Likely To Support</u>	<u>Makes No Difference (VOL)</u>	<u>Not Sure</u>	
Ensuring that all cancer patients have access to quality care and treatment							[168]
NATIONAL	49	34	2	2	12	1	
Iowa	46	35	3	2	12	2	
New Hampshire	46	35	3	2	12	2	
Ensuring that cancer patients receive adequate treatment for their symptoms and pain							[172]
NATIONAL	47	35	2	1	14	1	
Iowa	40	37	3	2	17	1	
New Hampshire	42	37	2	2	16	1	
Requiring that HMOs and other health insurance plans provide coverage for people who have cancer and qualify for trials of emerging, cutting-edge treatments							[169]
NATIONAL	47	33	3	2	14	1	
Iowa	39	34	5	4	17	1	
New Hampshire	46	31	3	3	15	2	

Q.11 (cont'd)	Much More Likely To Support	Somewhat More Likely To Support	Somewhat Less Likely To Support	Much Less Likely To Support	Makes No Difference (VOL)	Not Sure	
Increasing the access of uninsured people to general health care, including preventive measures and screening for cancer							[170]
NATIONAL	44	33	5	2	15	1	
Iowa	38	35	5	3	18	1	
New Hampshire	41	37	5	3	13	1	
Educating the public about the benefits of prevention and early detection of cancer							[167]
NATIONAL	39	35	4	2	19	1	
Iowa	33	38	4	2	22	1	
New Hampshire	37	36	4	2	20	1	
Increasing funding for cancer research							[171]
NATIONAL	35	36	5	4	18	2	
Iowa	32	39	5	3	20	1	
New Hampshire	31	39	4	3	21	2	

12. Now let me read you some things that you might hear a presidential candidate say about the need to fight cancer. For each item, I'd like you to tell me how much it appeals to you on a ten-point scale, on which a "1" means that it is not very appealing at all, and a "10" means that it appeals to you a great deal. You may use any number from one to ten, depending on how strongly you feel.

THIS TABLE HAS BEEN RANKED BY THE MEAN OF THE NATIONAL SAMPLE

	<u>Mean</u>	Very Appealing 8-10	5-7	Not Very Appealing 1-4	Cannot Rate	
We must make fighting cancer a priority because as much as forty percent of the American public will get cancer in their lifetime, and one out of every four deaths in America is caused by the disease						[177-178]
NATIONAL	7.1	52	34	14	-	
Iowa	6.9	47	38	14	1	
New Hampshire.....	7.2	50	36	12	2	
We should make a national commitment to reducing cancer deaths by fifty percent by the year 2015						[179-180]
NATIONAL	7.0	50	31	17	2	
Iowa	6.6	47	32	19	2	
New Hampshire.....	6.8	46	35	17	2	

Q.12 (cont'd)

	<u>Mean</u>	<u>Very Appealing 8-10</u>	<u>5-7</u>	<u>Not Very Appealing 1-4</u>	<u>Cannot Rate</u>	
Fighting cancer is a critical part of the nation's overall effort to fight all diseases						[208-209]
NATIONAL	7.0	48	37	14	1	
Iowa	6.7	45	39	15	1	
New Hampshire.....	7.0	49	37	13	1	
Cancer has touched my life, as it has touched the lives of so many American families, and this is why I would make fighting cancer an urgent priority						[173-174]
NATIONAL	6.8	49	32	19	-	
Iowa	6.6	44	34	21	1	
New Hampshire.....	6.6	43	36	20	1	
Great breakthroughs are close at hand in the battle against cancer and we must make dramatic increases in our efforts to take advantage of these opportunities						[175-176]
NATIONAL	6.8	48	36	15	1	
Iowa	6.6	43	38	17	2	
New Hampshire.....	6.8	47	35	16	2	

FACTUALS: These last few questions are for statistical purposes only.

F1. How old are you? (IF REFUSED, ASK) Well, would you tell me which age group you belong to?

	<u>NATIONAL</u>	<u>Iowa</u>	<u>New Hampshire</u>	
18-24	6	6	4	[210-211]
25-29	8	5	6	
30-34	8	9	7	
35-39	10	10	12	
40-44	11	11	11	
45-49	10	10	13	
50-54	10	9	12	
55-59	8	9	8	
60-64	7	5	7	
65 and over.....	21	25	19	
Refused	1	1	1	

F2. Are you currently employed?

(IF CURRENTLY EMPLOYED:) What type of work do you do?

(IF NOT CURRENTLY EMPLOYED:) Are you a student, a homemaker, retired, or unemployed and looking for work?

	NATIONAL	Iowa	New Hampshire	
<u>Currently Employed</u>				
Professional/ manager	22	24	26	[212-213]
White collar worker	23	17	24	
Blue collar worker	18	20	16	
Farmer, rancher	1	3	-	
<u>Not Currently Employed</u>				
Student	2	1	1	
Homemaker	7	6	5	
Retired	24	26	25	
Unemployed, looking for work.....	2	2	2	
Other	-	-	-	
Not sure	1	1	1	

F3. What is the last grade you completed in school?

	NATIONAL	Iowa	New Hampshire	
Grade school	1	1	-	[220-221]
Some high school	7	4	4	
High school graduate	28	36	25	
Some college, no degree	21	18	17	
Vocational training, 2-year college	8	9	12	
4-year college/bachelor's degree	21	18	26	
Some postgraduate work, no degree	3	3	2	
2-3 years' postgraduate work/master's degree ..	9	8	11	
Doctoral/law degree	1	2	2	
Not sure/refused	1	1	1	

F4a-c. Do you ever smoke cigarettes?

(IF YES, ASK:) On average, how many cigarettes do you smoke per day?

(IF NO, ASK:) Did you used to smoke cigarettes and quit, or have you never been a smoker?

	NATIONAL	Iowa	New Hampshire	
<u>Yes, Smoke Cigarettes</u>	<u>26</u>	<u>25</u>	<u>22</u>	[222-224]
1 - 5	4	4	3	
6 - 10	5	5	4	
11 - 20	9	9	8	
21 - 40	4	4	3	
More than 40.....	1	1	1	
Only smoke once in a while (VOL)	1	1	2	
Not sure how many	2	1	1	
<u>No, Do Not Smoke Cigarettes</u>	<u>74</u>	<u>75</u>	<u>78</u>	
Used to smoke cigarettes and quit	30	26	38	
Have never been a smoker.....	43	48	39	
Not sure if ever smoked	1	1	1	

F5. How would you describe the area in which you live — a city, suburb, small town, or rural area?

	<u>NATIONAL</u>	<u>Iowa</u>	<u>New Hampshire</u>	
City	28	22	19	[225]
Suburb	26	7	15	
Small town	26	44	42	
Rural area	19	26	23	
Not sure	1	1	1	

F6. For statistical purposes only, would you please tell me whether your total household income for last year was above \$50,000 or below \$50,000.

(IF ABOVE \$50,000) Would you say your household income was above \$75,000 or below \$75,000?

(IF BELOW \$50,000) Would you say your household income was above \$25,000 or below \$25,000?

	<u>NATIONAL</u>	<u>Iowa</u>	<u>New Hampshire</u>	
Above \$75,000	17	12	20	[226]
\$50,000-\$75,000	22	21	24	
\$25,000-\$50,000	30	34	30	
Below \$25,000	20	21	14	
Not sure/refused	11	12	12	

F7. Are you from a Hispanic or Spanish-speaking background? (IF "NO," ASK:) What is your race — white, black, Asian, or something else?

	<u>NATIONAL</u>	<u>Iowa</u>	<u>New Hampshire</u>	
Hispanic	6	-	1	[227]
White	79	94	96	
Black	9	2	-	
Asian	1	-	-	
Other	3	2	1	
Not sure/refused	2	2	2	

AREA—National		
Northeast	23	[228-229]
South	33	
Midwest	23	
West	21	

AREA—Iowa		
Eastern media markets	36	[233]
Central media markets	42	
Western media markets	22	

AREA—New Hampshire		
Boston media market	80	[237]
Rest of state	20	

Americans' Views On Cancer

Survey and Focus Group Research

Survey among 801 likely presidential voters nationwide, 684 Iowa voters, 693 New Hampshire voters: August 10-16, 1999

Four focus groups in Iowa and New Hampshire (one Democrat/one GOP group in each state) conducted July 28-29, 1999

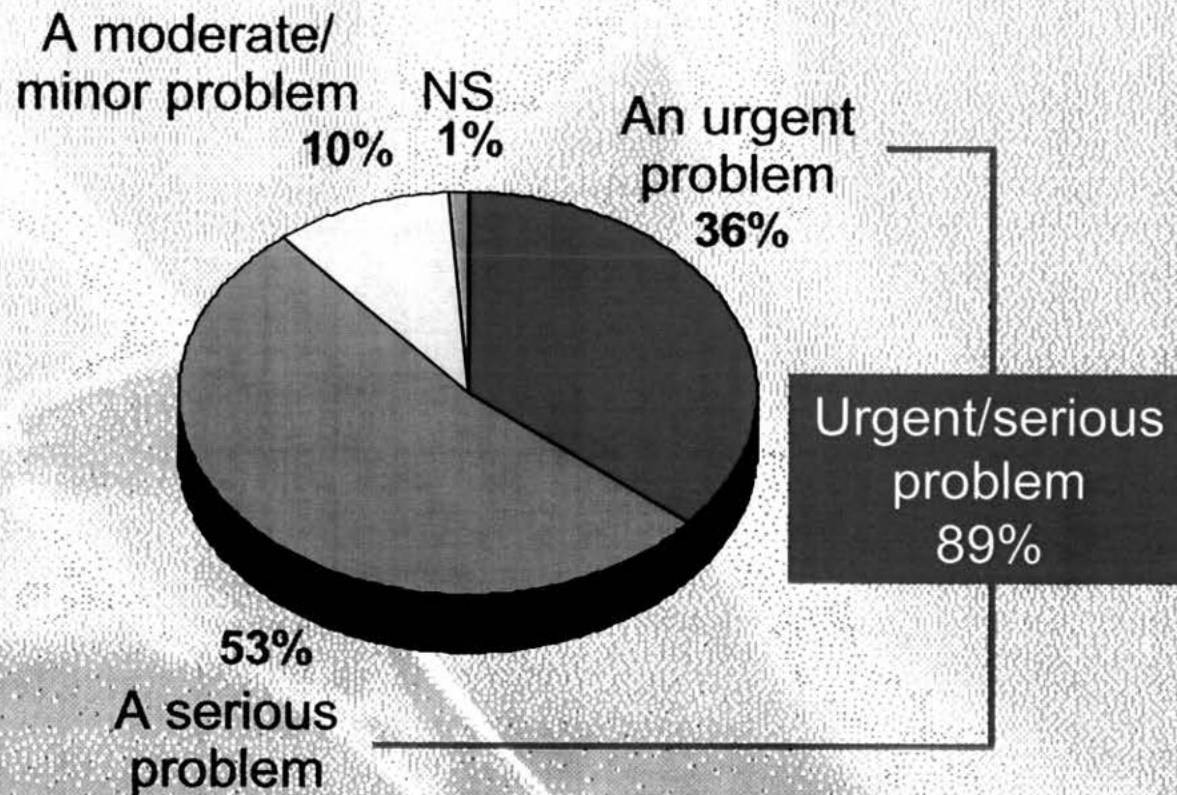
Peter D. Hart Research Associates

Cancer Affects Millions of Americans

- **83% say someone close to them has had cancer. This includes:**
 - **10% who have had cancer themselves,**
 - **55% who have had cancer in their immediate family, and**
 - **67% who say someone close to them has died of cancer.**

Peter D. Hart Research Associates

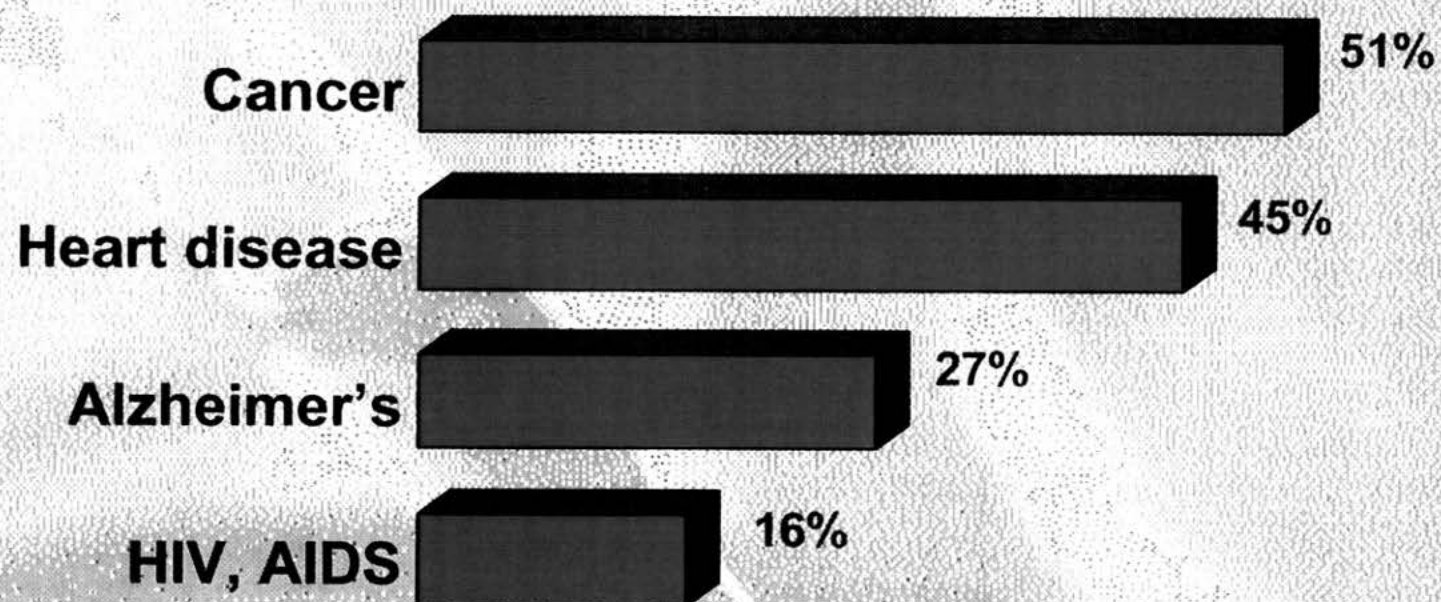
Cancer Is a Major National Issue



Peter D. Hart Research Associates

Cancer Is a Serious Concern

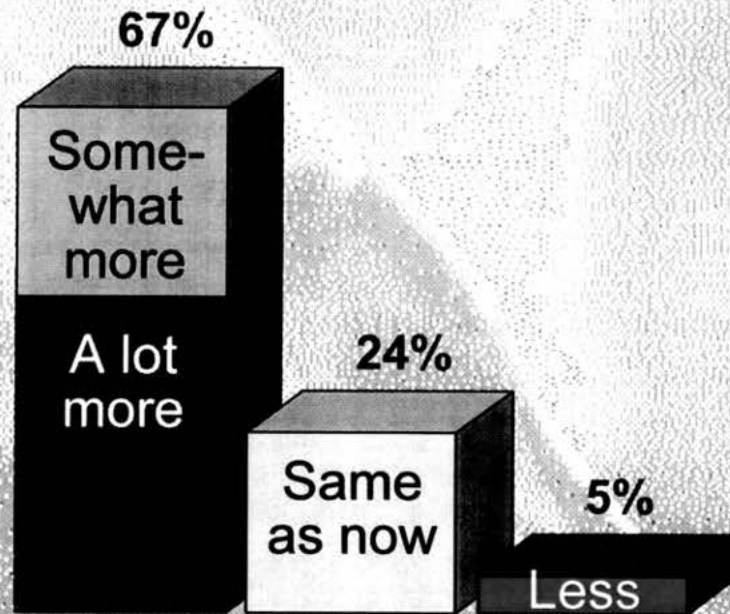
■ Worry a lot about this happening to me/my family (8-10 on a 10-point scale)



Peter D. Hart Research Associates

Americans Support Increased Spending on Cancer Research

On research to find a cure for cancer, the federal government should spend:

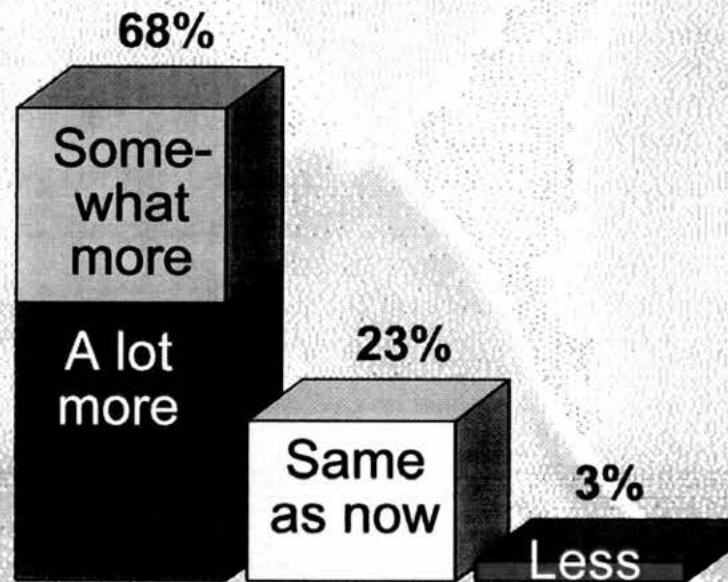


** 62% each say we should spend more on health care for the uninsured and on public health programs to prevent disease.*

Peter D. Hart Research Associates

IA Democrats Support More Spending on Cancer Research

On research to find a cure for cancer, the federal gov't should spend:

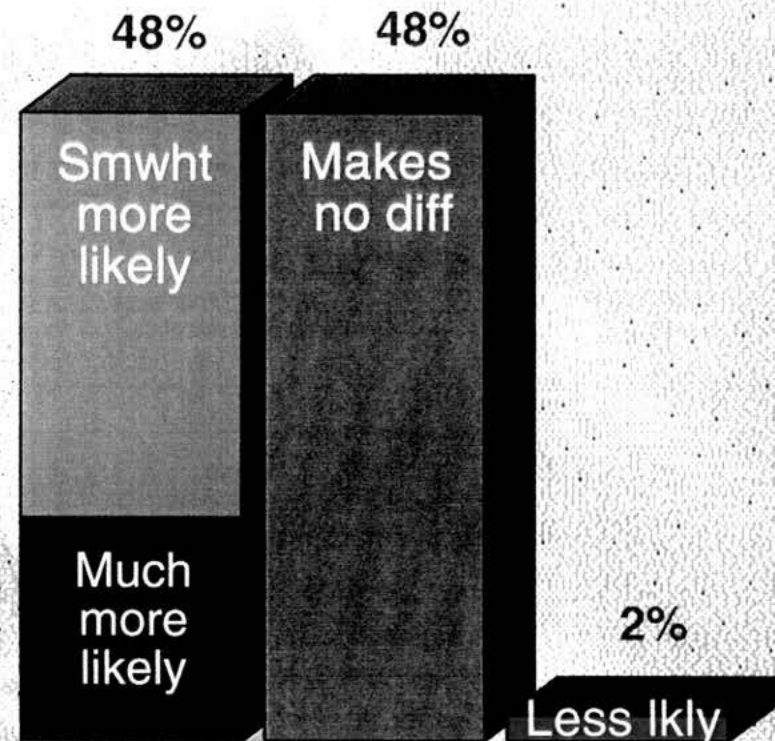


** 67% say we should spend more on health care for the uninsured; 70% say the same about public health programs to prevent disease.*

Iowa Democrats - Peter D. Hart Research Associates

IA Dems Support Candidates Who Support Cancer Funding

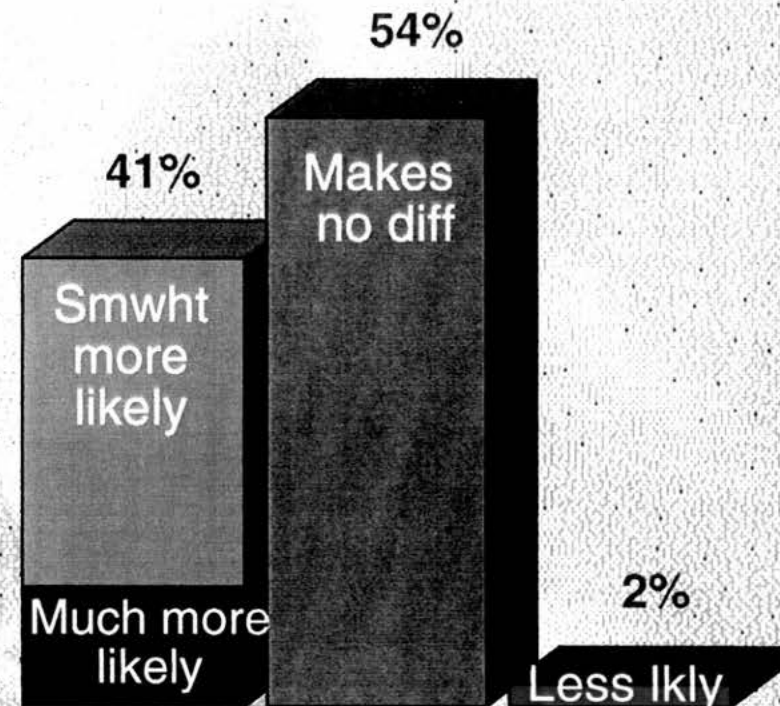
If a candidate for U.S. president made increasing funding for cancer research/prevention a top priority, would that make you more likely or less likely to vote for that candidate, or would it not make a difference to you?



Iowa Democrats - Peter D. Hart Research Associates

NH Dems Support Candidates Who Support Cancer Funding

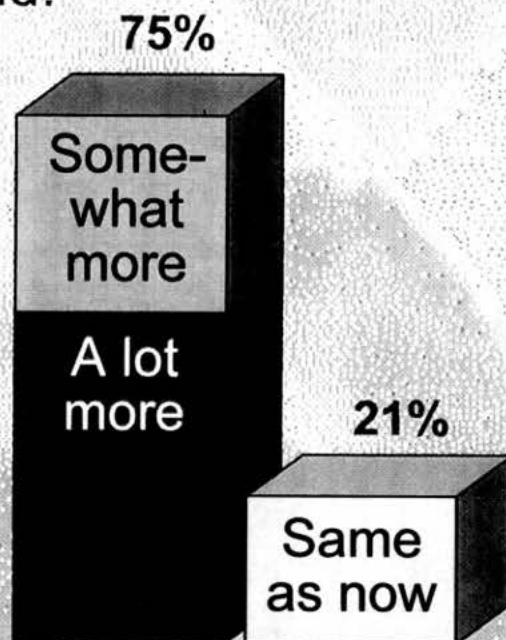
If a candidate for U.S. president made increasing funding for cancer research/prevention a top priority, would that make you more likely or less likely to vote for that candidate, or would it not make a difference to you?



NH Democrats - Peter D. Hart Research Associates

NH Democrats Support More Spending on Cancer Research

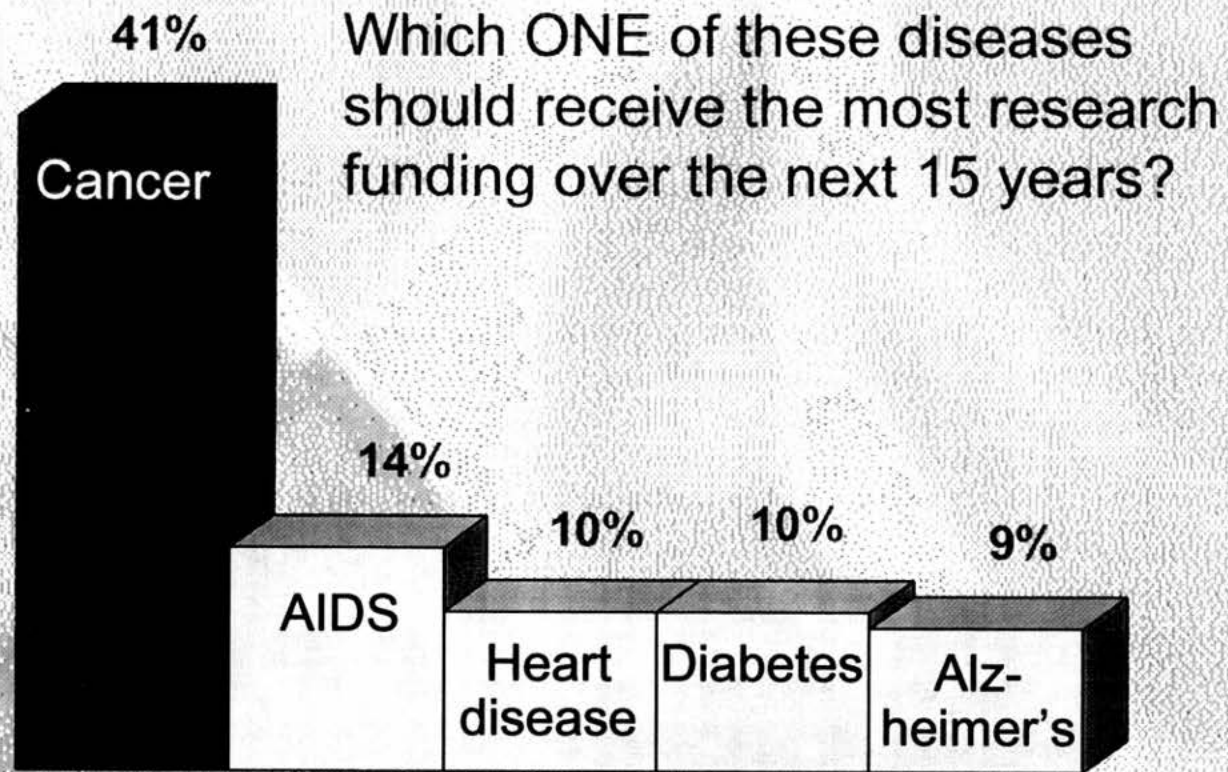
On research to find a cure for cancer, the federal gov't should spend:



** 77% say we should spend more on health care for the uninsured; 78% say the same about public health programs to prevent disease.*

Peter D. Hart Research Associates

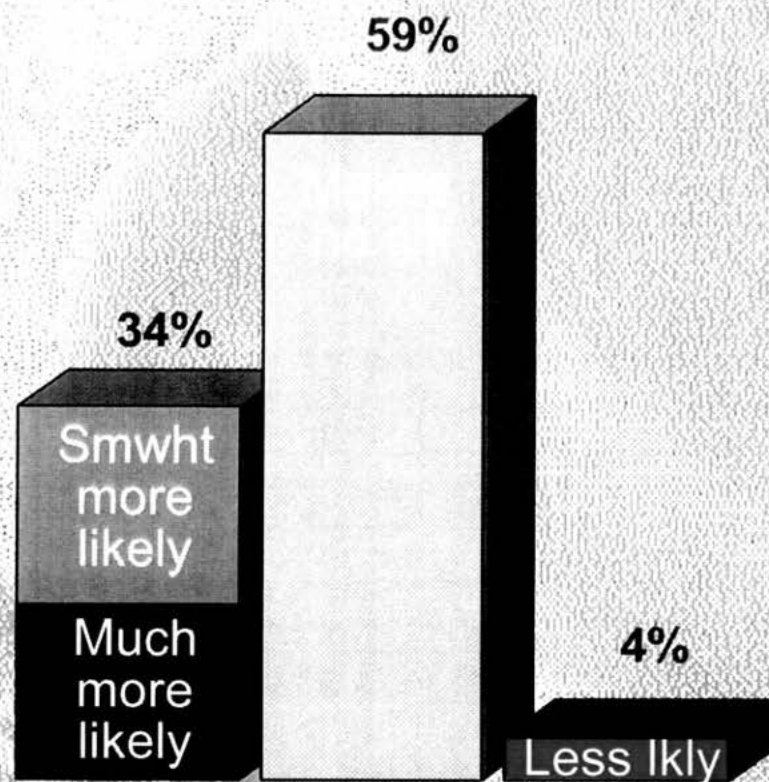
Cancer Is the Top Priority for Health Spending



Peter D. Hart Research Associates

Voters Support Candidates Who Support Cancer Funding

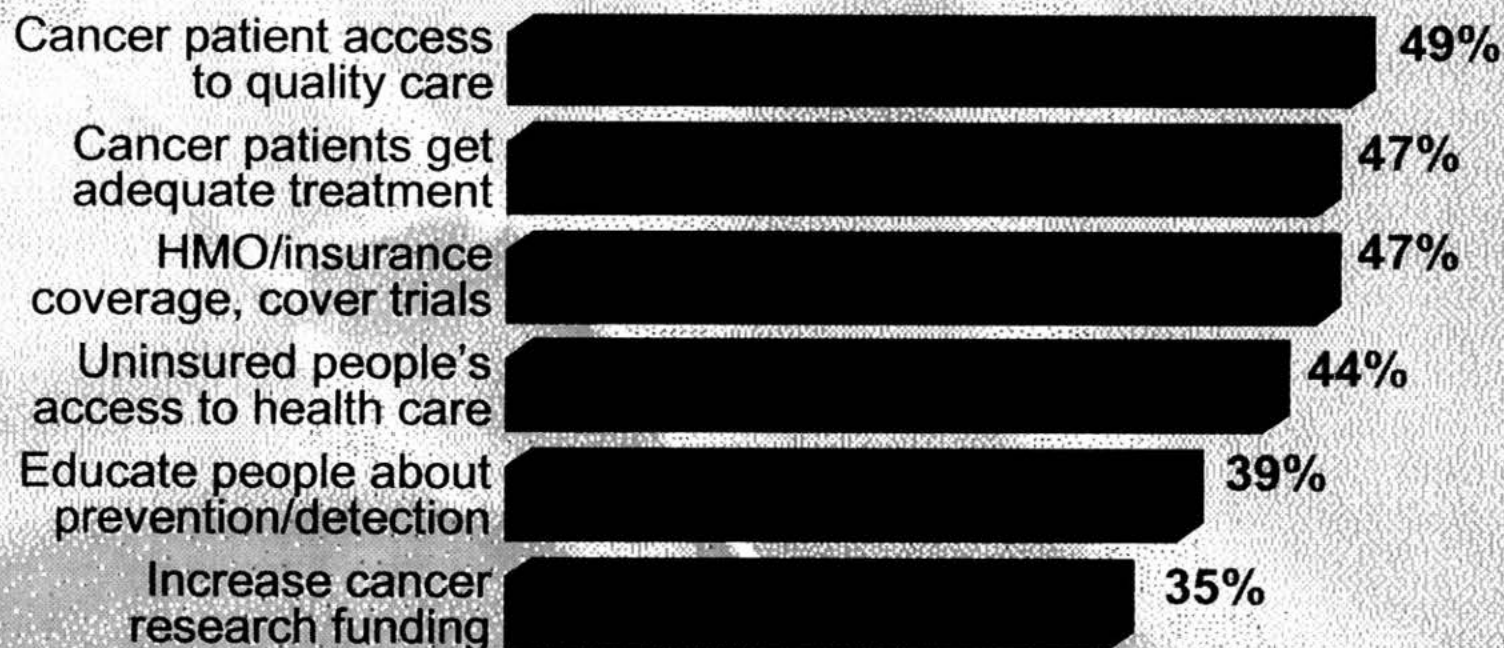
If a candidate for U.S. president made increasing funding for cancer research/prevention a top priority, would that make you more likely or less likely to vote for that candidate, or would it not make a difference to you?



Peter D. Hart Research Associates

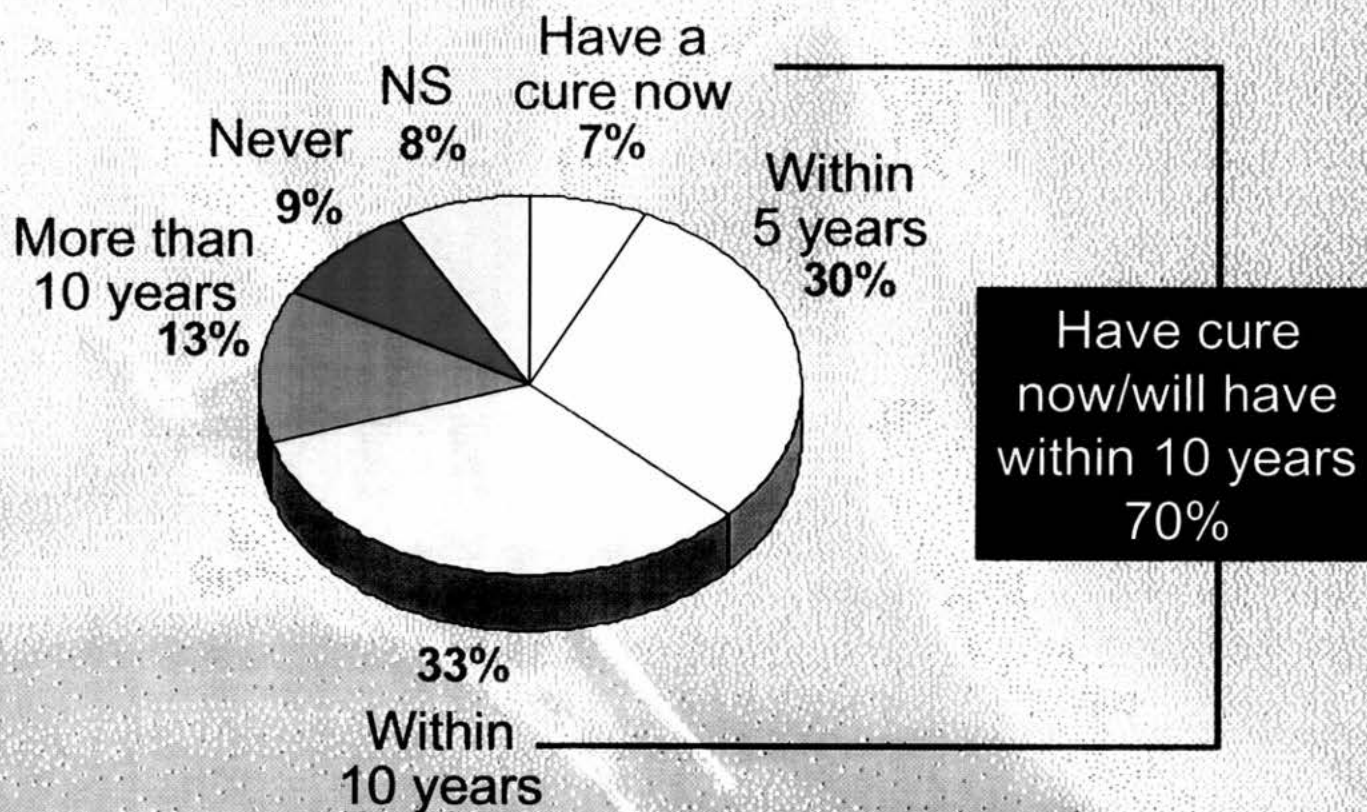
The Battle Must Be Waged on Many Fronts

**I'd be much more likely to support a
candidate who stresses:**



Peter D. Hart Research Associates

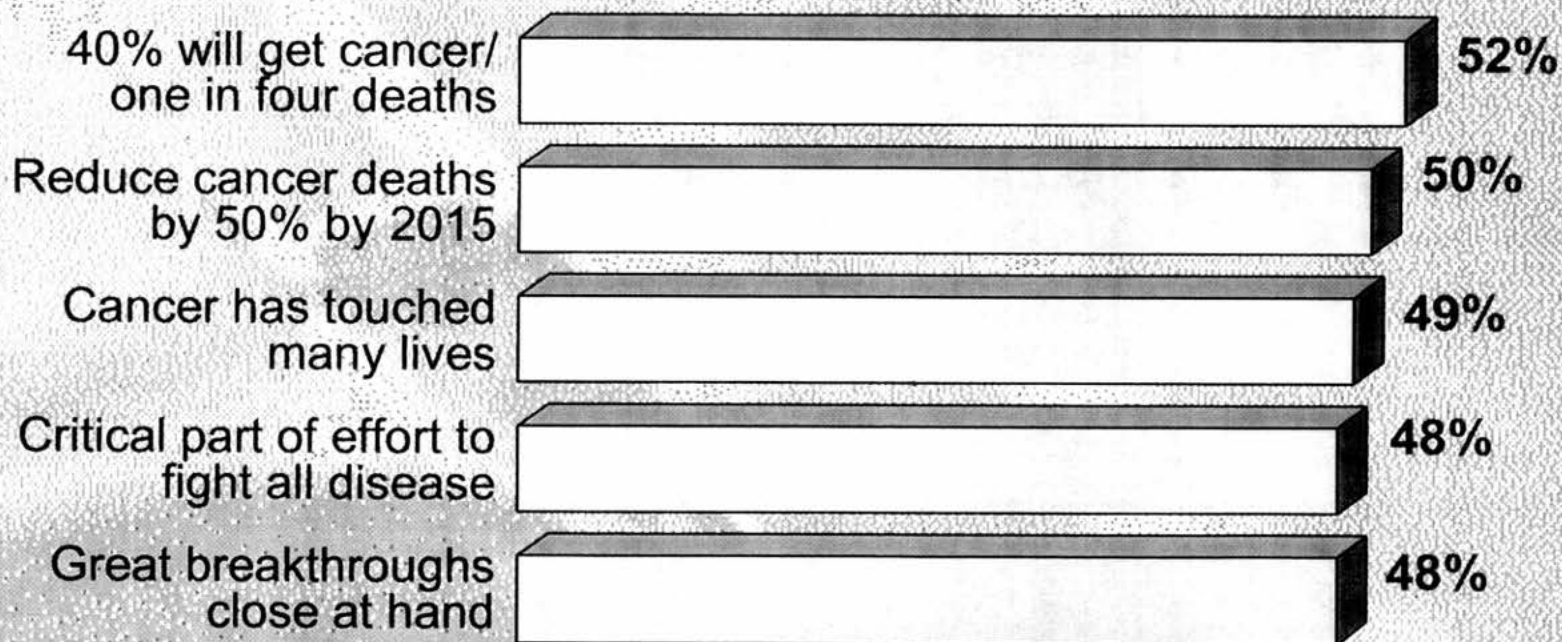
How Close Are We to Finding a Cure for Cancer?



Peter D. Hart Research Associates

Cancer Is Important for Many Reasons

The following arguments for the need to fight cancer are very appealing (8-10 on a 10-point scale) :



Peter D. Hart Research Associates