

LOUIS HARRIS AND ASSOCIATES, INC.  
630 Fifth Avenue  
New York, New York 10111

/ FOR OFFICE USE ONLY:

/ Questionnaire No.: \_\_\_\_\_

/ 5-6-7-8 \_\_\_\_\_

Study No. 861018 (Cancer)

July 3, 1986

Sample Point No. / / / / / / / /  
10-11-12-13-14

Time Started: \_\_\_\_\_ A.M./P.M.

Interviewer: \_\_\_\_\_ I.D. No.: \_\_\_\_\_ Date: \_\_\_\_\_

Area Code: \_\_\_\_\_ Telephone No.: \_\_\_\_\_  
(15-24)

Respondent: \_\_\_\_\_

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As you know we are conducting a survey for Bristol-Myers on the future of medical research. Many of the questions look to the end of this century. We are interested to learn about the developments which you expect to see between now and the year 2000.  
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1. In the year 2000, what do you think will be the number one health problem in the United States and other western industrial countries?

(25-26)

(27-28)

2. And what do you think will be the number one health problem in the developing countries in the year 2000?

(29-30)

(31-32)

3. What do you think should be the nation's number one priority for medical research between now and the end of the century?

(33-34)

(35-36)

4. Smallpox has been eliminated. Are there any other diseases or conditions which you think there is a reasonable chance of our eliminating by the year 2000? Any others?

(37-38)

(39-40)

(41-42)

(45-46)



7a. As you know, advances in clinical medicine often result from fundamental advances in basic research. What do you think is the most important fundamental question which needs to be answered in order to achieve a major breakthrough in the treatment of cancer?

(22-23)

(24-25)

7b. If you had to guess, when do you think we will have the answer to that question?

19   /  /  /    
(26-27)

20   /  /  /    
(28-29)

8. What do you think will be the biggest frustration for scientists working in the field of cancer research over the next 14 years?

\_\_\_\_\_ (30-31)

\_\_\_\_\_ (32-33)

\_\_\_\_\_  
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\_\_\_\_\_  
\_\_\_\_\_

9. Which do you think will do the most to combat cancer in the year 2000 -- better prevention, better diagnosis, or better treatment?

Better prevention.....(34(\_\_\_\_\_-1

Better diagnosis.....\_\_\_\_\_-2

Better treatment.....\_\_\_\_\_-3

Not sure.....\_\_\_\_\_-4

10a. I will read you a list of conditions. Please say for each one how much improvement you think we will make by the year 2000 in the prevention of this condition? Please use a scale of 0 to 10 where 0 is "no change" and 10 is "will be prevented entirely."  
(PROBE IF NECESSARY: "We'd like your best guess.")

10b. I will read you a list of conditions again. Please say for each one how much of a change you think we will have made in the treatment of the condition, where 0 is "no change" and where 10 is "will have a total and complete cure by the year 2000."  
(PROBE IF NECESSARY: "We'd like your best guess.")

	Q.10a <u>Prevention</u>	Q.10b <u>Treatment</u>
1. Leukemia.....	____ (35-36)	____ (65-66)
2. Non-Hodgkin's lymphoma.....	____ (37-38)	____ (67-68)
3. Lung cancer.....	____ (39-40)	____ (69-70)
5. Prostate cancer.....	____ (43-44)	____ (73-74)
6. Head and neck cancer.....	____ (45-46)	____ (75-76)
7. Stomach cancer.....	____ (47-48)	____ (77-78)
8. Colon and rectum cancer.....	____ (49-50)	____ (79-80)
9. Pancreatic cancer.....	____ (51-52)	____ 3*(10-11)
10. Liver cancer.....	____ (53-54)	____ (12-13)
11. Cancer of the endometria and uterine cervix.....	____ (55-56)	____ (14-15)
12. Cancer of the ovaries.....	____ (57-58)	____ (16-17)
13. Breast cancer.....	____ (59-60)	____ (18-19)
14. Brain cancer.....	____ (61-62)	____ (20-21)
15. Malignant melanoma.....	____ (63-64)	____ (22-23)
16. Bladder cancer.....	____ 4*(57-58)	____ 4*(59-60)
17. Kidney cancer.....	____ 4*(61-62)	____ 4*(63-64)



11a. Specifically for lung cancer, what do you think will be the biggest advance in the prevention or treatment by the year 2000?

(24-25)

(26-27)

11b. Specifically for breast cancer, what do you think will be the biggest advance in the prevention or treatment by the year 2000?

(28-29)

(30-31)

12a. I will read a list of current and future ways of preventing or diagnosing cancer. Would you please say for each one whether in the year 2000 it will be much more widely used than it is today, somewhat more widely used, less widely used or whether it will scarcely be used at all.

(Prevention and Diagnosis)	Much More Used	Somewhat More Used	Less Used	Used as Often (Vol.)	Scarcely Used	Not Sure
1. Smoking prevention and cessation.....(32(____-1	____-2	____-3	____-4	____-5	____-6	
2. Reducing environmental carcinogens.....(33(____-1	____-2	____-3	____-4	____-5	____-6	
3. Mammography.....(34(____-1	____-2	____-3	____-4	____-5	____-6	
4. Self-examination of breasts.....(35(____-1	____-2	____-3	____-4	____-5	____-6	
5. Early detection of occult bleeding.....(36(____-1	____-2	____-3	____-4	____-5	____-6	
6. Periodic rectal exams...(37(____-1	____-2	____-3	____-4	____-5	____-6	
7. Periodic ultrasound exams.....(38(____-1	____-2	____-3	____-4	____-5	____-6	
8. Periodic gyn exams and tests.....(39(____-1	____-2	____-3	____-4	____-5	____-6	
9. Nutrition.....(40(____-1	____-2	____-3	____-4	____-5	____-6	
10. Tests based on monoclonal antibodies...(41(____-1	____-2	____-3	____-4	____-5	____-6	
11. Genetic markers for susceptibility to cancer(42(____-1	____-2	____-3	____-4	____-5	____-6	
12. Imaging techniques like PET and NMR.....(43(____-1	____-2	____-3	____-4	____-5	____-6	

12b. What one change in lifestyle would do most to reduce the incidence and severity of cancer?

(44-45)

(46-47)

13. I will read a list of current and future ways of treating cancer. Would you please say for each one whether in the year 2000 it will be much more widely used than it is today, somewhat more widely used, less widely used or whether it will scarcely be used at all.

(Treatment)	Much More Used	Somewhat More Used	Less Used	Used as Often (Vol.)	Scarcely Used	Not Sure
1. Cytotoxic drugs.....(48(____-1	____-2	____-3	____-4	____-5	____-6	
2a. Interferon.....4*(65(____-1	____-2	____-3	____-4	____-5	____-6	
2b. Interleukens.....4*(66(____-1	____-2	____-3	____-4	____-5	____-6	
2c. Novel lymphokines and cytokines.....4*(67(____-1	____-2	____-3	____-4	____-5	____-6	
3. Monoclonal and polyclonal antibodies...(50(____-1	____-2	____-3	____-4	____-5	____-6	
4. Drug-antibody conjugations.....(51(____-1	____-2	____-3	____-4	____-5	____-6	
5. Bone marrow transplants.(52(____-1	____-2	____-3	____-4	____-5	____-6	
6. Hyperthermia.....(53(____-1	____-2	____-3	____-4	____-5	____-6	
7. Surgery.....(54(____-1	____-2	____-3	____-4	____-5	____-6	
8. Traditional radiation...(55(____-1	____-2	____-3	____-4	____-5	____-6	
9. High linear energy transfer (LET).....(56(____-1	____-2	____-3	____-4	____-5	____-6	
10. Nutrition.....(57(____-1	____-2	____-3	____-4	____-5	____-6	
11. Psychologic measures to enhance immune response.(58(____-1	____-2	____-3	____-4	____-5	____-6	

14a. By the year 2000, what do you think will be the two or three most important, completely new types of therapy for cancer which are not available now?

(59-60)

(61-62)

14b. Will this (these new therapy/therapies) replace or only supplement existing therapies?

Replace.....(63(\_\_\_\_-1 (ASK Q.14c)

Supplement.....-2 }  
Not sure.....-3 } (SKIP TO Q.15a)

14c. Can you think of a specific treatment which will be replaced and, if so, by what?  
(PROBE: "What will replace what?")

(64-65)

(66-67)

(68-69)

15a. In a recent paper in the "New England Journal of Medicine," Bailer and Smith wrote that, in effect, the war on cancer was being lost and that therefore we should "start getting serious about prevention." On balance, how do you feel about their conclusion that "cancer treatment is not getting a whole lot better?" Do you agree strongly, agree somewhat, disagree somewhat, or disagree strongly?

Agree strongly.....(70(\_\_\_\_-1  
Agree somewhat.....\_\_\_\_-2  
Disagree somewhat.....\_\_\_\_-3  
Disagree strongly.....\_\_\_\_-4  
Not sure.....\_\_\_\_-5

15b. And what about their recommendation that scientists should concentrate much more on finding ways to prevent cancer rather than new means to treat it? Do you agree strongly, agree somewhat, disagree somewhat, or disagree strongly?

Agree strongly.....(71(\_\_\_\_-1  
Agree somewhat.....\_\_\_\_-2  
Disagree somewhat.....\_\_\_\_-3  
Disagree strongly.....\_\_\_\_-4  
Not sure.....\_\_\_\_-5

16. The National Cancer Institute estimates that the average cure rate for cancer patients of all types is about 50%. What do you think it will be in the year 2000?  
(PROBE FOR BEST GUESS)

     /      /      /      %  
(72-74)

17. In your opinion, is significant progress against cancer between now and the year 2000 more likely to come as the result of one central insight that helps control a number of different cancers, or slow, piecemeal progress on a disease-by-disease basis?

(75-76)

(77-78)

(79-80)

18. Although many tumor viruses are known in animals, only a few have been established in human beings -- the HTLV viruses, for example. When all the facts are known, do you expect that human tumor viruses will turn out to be much more common than is now thought, slightly more common, or not any more common than the few we know today?

Much more common.....4\*(10(\_\_\_\_\_-1  
Slightly more common.....\_\_\_\_\_-2  
Not any more common.....\_\_\_\_\_-3  
Not sure.....\_\_\_\_\_-4

19. Will it be possible by the year 2000 to vaccinate people directly against certain types of cancer, or not?

Will be possible.....(11(\_\_\_\_\_-1  
Will not be possible.....\_\_\_\_\_-2  
Not sure.....\_\_\_\_\_-3

20a. The United States Public Health Service estimates that by 1991 there will be a cumulative total of more than 270,000 cases of AIDS in the United States alone. Assuming there were no dramatic advance in preventing or treating the disease, what do you think the figure is likely to be in the year 2000?

\_\_\_\_\_,000  
4\*(40-45)

Not sure.....(46(\_\_\_\_-1

20b. By what year do you think a safe and effective vaccine against AIDS will be generally available?

19    /    /    /    4\*(47-48)

20    /    /    /    (49-50)

Not sure.....(51(\_\_\_\_-1

20c. By what year do you think an effective cure for AIDS will be generally available?

19    /    /    /    4\*(52-53)

20    /    /    /    (54-55)

Not sure.....(56(\_\_\_\_-1

22a. Finally a question on life expectancy. The life expectancy of men and women in the United States is about 71 and 78 respectively. What is your best guess for what the life expectancy of men and women in the U.S. will be in the year 2000? RECORD BELOW

/    /    /    /    men  
(27-29)

/    /    /    /    women  
(30-32)

22b. Do you think there is any limit to how much we can increase the human life span, or do you think that we can go on increasing it indefinitely?

There is a limit.....(33(\_\_\_\_-1 (ASK Q.22c)

Go on increasing it

indefinitely.....-2 (THANK AND END INTERVIEW)

Not sure.....-3

22c. What do you think that limit is for men? For women? RECORD BELOW

/ / / / men  
(34-36)

/ / / / women  
(37-39)

68-80Z

That completes the interview. Thank you very much for your cooperation!

**AFTER THANKING RESPONDENT:**

As our letter to you indicated, we will send you a copy of the report as soon as it is ready. Your name will be included in the list of the people interviewed at the back of the report. However, I would like to confirm that only aggregate data will be included and no responses will be attributed to you or any other individuals.

TIME ENDED: \_\_\_\_\_ A.M./P.M.