

Nationally representative survey

4,016 U.S. adults



4% have or had cancer themselves  
32% have an immediate family member who has or had cancer

**Limited Awareness of Key Cancer Risk Factors**

Only **31%**

of Americans recognize **obesity** as a risk factor for cancer — even though it is the second leading preventable cause of the disease.



Most Americans correctly identify **tobacco use**

**78%**



and **sun exposure** as major cancer risk factors.

**66%**



Few Americans are aware of other lifestyle factors that increase the risk of cancer:

**30%**

identify **alcohol** as a cancer risk factor.



**25%**

identify **lack of exercise** as a cancer risk factor.



**Modest Steps to Reduce Cancer Risk**

Fewer than half of Americans say they are doing the following things to reduce their cancer risk:

**48%**

Using sunblock



**48%**

Limiting their exposure to the sun without sunblock



**48%**

Exercising regularly



**41%**

Maintaining a healthy weight



**38%**

Limiting alcohol consumption



**Concerns About Cost of Care**

**91%**



of Americans say the cost of cancer drugs is too high.

Among those responsible for paying for a loved one's cancer treatment,

**68%**

are concerned about cost.



One in four Americans who have direct experience with cancer say they or a loved one have taken actions to reduce costs that could **jeopardize the effectiveness of their treatment.**



- 9% Skipped **doctor appointments**
- 8% refused **treatment**
- 8% postponed **filling or did not fill prescriptions**
- 8% skipped doses of **prescribed medications**
- 7% cut pills in **half**

Overwhelmingly, Americans want the federal government to take action to lower prescription drug costs:

**92%**

believe Medicare should be allowed to directly negotiate prescription drug prices with drug makers.

**89%**

believe the FDA should speed up approvals of generic cancer treatments.

**86%**

believe the U.S. government should regulate the price of cancer drugs to lower their cost.

**80%**

believe it should be legal for U.S. residents to buy cancer drugs from other countries.

**Support for Government Action, Especially on Research**

Americans say the government should spend more on the following cancer priorities, even if it means higher taxes or adding to the deficit:

**73%** Find treatments and cures for cancer

**54%** Help Americans afford cancer screenings and care

**49%** Cancer prevention

Americans are hopeful about the future and expect a steady pace of progress over the coming decades:

Percentage of Americans who are optimistic that the majority of cancers will be curable within the next...

**39%**

10 years

**66%**

25 years

**79%**

50 years

**About ASCO's National Cancer Opinion Survey**

ASCO's National Cancer Opinion Survey was established by the American Society of Clinical Oncology (ASCO), in collaboration with the Harris Poll, to track the U.S. public's views on cancer research and care. As the world's leading organization of oncology professionals who care for people living with cancer, ASCO believes it is critical to understand what the public, including patients, think of, expect, and need from the nation's cancer care system. The poll, supported by ASCO's Conquer Cancer Foundation, is designed to be conducted annually to measure shifts in the public's perceptions of a range of cancer-related issues over time.

The first annual poll was conducted online in the U.S. by Harris Poll on behalf of ASCO from July 10-17, 2017 among 4,016 U.S. adults aged 18+, among whom 1,508 have/had cancer or have an immediate family member who has/had cancer. The data is nationally representative: figures for age, sex, race/ethnicity, education, region, household income, household size, employment status and marital status were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents' propensity to be online.

**About ASCO**

Founded in 1964, the American Society of Clinical Oncology (ASCO) is committed to making a world of difference in cancer care. As the world's leading organization of its kind, ASCO represents more than 40,000 oncology professionals who care for people living with cancer. Through research, education, and promotion of the highest-quality patient care, ASCO works to conquer cancer and create a world where cancer is prevented or cured, and every survivor is healthy. ASCO is supported by its affiliate organization, the Conquer Cancer Foundation. Learn more at [www.ASCO.org](http://www.ASCO.org), explore patient education resources at [www.Cancer.Net](http://www.Cancer.Net), and follow us on Facebook, Twitter, LinkedIn, and YouTube. Visit [ascoaction.asco.org](http://ascoaction.asco.org) for the latest cancer policy developments. For an overview of current policy issues, read cancer policy issue briefs.