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.

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.

Most Americans correctly identify tobacco use and sun exposure as major cancer risk factors.

- 78% believe tobacco use is a major risk factor for cancer.
- 66% believe sun exposure is a major risk factor for cancer.

Modest Steps to Reduce Cancer Risk

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

- 48% use sunscreen regularly.
- 48% limit their alcohol intake.
- 41% maintain a healthy weight.
- 38% limit smoking around children.

Concerns About Cost of Care

Among those responsible for paying for loved one’s cancer treatment:

- 68% are very concerned about cost.
- 9% said doctor appointments are a major cancer-related cost.
- 8% said drug costs were a major cost.
- 6% said copayments for prescribed medications were a major cost.
- 7% said out-of-pocket costs were a major cost.

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

- 92% believe the government should act to lower the cost of cancer drugs.
- 89% believe the government should negotiate the price of cancer drugs.
- 86% believe the government should require drug manufacturers to give price discounts to Medicare.
- 80% believe the government should allow Medicare to purchase drugs at lower prices.

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% support increased spending on cancer research.
- 54% support increased spending on cancer screenings and care.
- 49% support increased spending on cancer prevention.

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

- 49% are optimistic that the majority of cancers will be curable within the next 10 years.
- 39% are optimistic that the majority of cancers will be curable within the next 25 years.
- 34% are optimistic that the majority of cancers will be curable within the next 50 years.

About ASCO’s National Cancer Opinion Survey

The American Society of Clinical Oncology (ASCO) and the Conquer Cancer Foundation, its affiliate organization, have partnered with Harris Interactive to conduct a series of surveys 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 with cancer, ASCO believes it is important to understand the public’s views and concerns about cancer issues. Since 2003, the program has provided valuable insights that inform and guide ASCO’s efforts to enhance the quality of cancer care and improve the lives of people with cancer.

Founding 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 oncology professionals who care for people with cancer, 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, explore patient education resources at www.cancer.net, and follow us on Facebook, Twitter, LinkedIn, and YouTube. Visit ascoaction.asco.org for the latest cancer policy developments.