



ELEMENTS	DETAILS
Population represented	Adults (people over the age of 18) in the United States.
Sample size	2026 adults in the United States.
Mode of data collection	Online interviews. All interviews conducted in English.
Type of sample (probability/non-probability)	Nonprobability survey relying on members of an online panel.
Start and end dates of data collection	October 11 – 15, 2018.
Margin of sampling error for total sample	The online sampling is from a panel of respondents, so their participation does not adhere to usual assumptions associated with random selection. Therefore, it is not appropriate to assign a classical margin of sampling error for the results. In this case, the SRC provides a credibility interval of plus or minus 2.6 percentage points to account for a traditional 95 percent confidence interval for the estimates (plus or minus 2.2 percentage points) and a design effect of 1.2 (based on the weighting).
Are the data weighted?	Yes, relative to U.S. Census (2015 American Community Survey and Population Estimates Program) estimates for age, race, education, and gender.
Survey funded by	Lung Cancer Action Network (LungCAN)
Survey/Data collection supplier	High Point University Survey Research Center hosted and administered the online survey.
Commitment to Transparency	The HPU Survey Research Center is a Charter Member of the American Association for Public

	Opinion Research's Transparency Initiative: <a href="https://www.aapor.org/Transparency_Initiative.htm">https://www.aapor.org/Transparency_Initiative.htm</a> .
Sample supplier	Access to online panels provided by ResearchNow/SSI: <a href="https://www.researchnow.com/">https://www.researchnow.com/</a> .
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Attached is the full text of survey questions our interviewers asked. Interested parties can access results from the survey at <a href="http://www.highpoint.edu/src">http://www.highpoint.edu/src</a> and should contact the Director of the Survey Research Center for additional information.	

*Survey questions:* Below are questions the Survey Research Center fielded for this study. They represent the text as read online by respondents. Percentages may not add to 100 because of rounding. Percentages less than one percent are denoted with an \*.

### *Knowledge about Cancer*

Thank you for taking this survey. Here is a list of different types of cancer. For each one, please select whether you think you know a lot, a little, or not much at all about that type of cancer. (n=2026)

	A lot	A little	Not much at all	(Don't know/ Refuse)
Lung	15	49	35	1
Brain	10	39	50	1
Prostate	12	42	45	1
Skin	16	51	32	1
Colon	13	44	43	1
Ovarian	12	42	46	1
Testicular	7	35	57	2
Breast	21	49	29	1

*Know Cancer Survey*

\_\_\_\_\_ cancer is the #1 cancer killer of men. (Indicate which type of cancer should be in the blank.)

	All Adults
Prostate	62
Colon	18
Lung	14
Testicular	6
	n=2024

*CORRECT ANSWER: Lung cancer is the #1 cancer killer of men.<sup>1</sup>*

\_\_\_\_\_ cancer is the #1 cancer killer of women. (Indicate which type of cancer should be in the blank.)

	All Adults
Breast	71
Colon	3
Lung	6
Ovarian	20
	n=2023

*CORRECT ANSWER: Lung cancer is the #1 cancer killer of women.<sup>2</sup>*

\_\_\_\_\_ cancer receives the most National Cancer Institute research funding. (Indicate which type of cancer should be in the blank.)

	All Adults
Breast	61
Colon	7
Lung	27
Prostate	5
	n=2024

*CORRECT ANSWER: Breast cancer receives the most National Cancer Institute funding.<sup>3</sup>*

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<sup>1</sup> National Cancer Institute, *Estimated New Cancer Cases and Deaths for 2018*  
[https://seer.cancer.gov/csr/1975\\_2015/results\\_single/sect\\_01\\_table.01.pdf](https://seer.cancer.gov/csr/1975_2015/results_single/sect_01_table.01.pdf)

<sup>2</sup> National Cancer Institute, *Estimated New Cancer Cases and Deaths for 2018*  
[https://seer.cancer.gov/csr/1975\\_2015/results\\_single/sect\\_01\\_table.01.pdf](https://seer.cancer.gov/csr/1975_2015/results_single/sect_01_table.01.pdf)

<sup>3</sup> National Cancer Institute - *Funding for Research Areas* <https://www.cancer.gov/about-nci/budget/fact-book/data/research-funding>

Which of the following cancer types have approved screening protocols for at-risk patients? (n=2026)

*Note: Asked of 2026 respondents. Respondents could select more than one response, so percentages do not add to 100.*

	All Adults
Breast	72
Colon	58
Lung	36
Prostate	57
None of these	8

*CORRECT ANSWER: Lung, breast, and colon cancers have approved screening protocols for at-risk patients.<sup>4</sup>*

What is the recommended screening method for those considered at risk for breast cancer?

	All Adults
X-ray	5
Mammogram	83
Biopsy	6
Refused to answer	5

n=2026

*CORRECT ANSWER: Mammogram is the recommended screening method for those considered at risk for breast cancer.<sup>5</sup>*

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<sup>4</sup> US Preventive Services Task Force (USPSTF) Published Recommendations, Lung, [www.uspreventiveservicestaskforce.org/Page/Document/UpdateSummaryFinal/lung-cancer-screening](http://www.uspreventiveservicestaskforce.org/Page/Document/UpdateSummaryFinal/lung-cancer-screening)

<sup>5</sup> US Preventive Services Task Force (USPSTF) Published Recommendations, Breast, [www.uspreventiveservicestaskforce.org/Page/Document/UpdateSummaryFinal/breast-cancer-screening1](http://www.uspreventiveservicestaskforce.org/Page/Document/UpdateSummaryFinal/breast-cancer-screening1)

What is the approved screening method for those considered at risk for lung cancer?

	All Adults
X-ray	31
CT scan	40
Biopsy	15
Refused to answer	15
	n=2026

*CORRECT ANSWER: CT scan is the recommended screening method for those considered at risk for lung cancer.<sup>6</sup>*

\_\_\_\_\_ is the second leading cause of lung cancer.

	All Adults
Air pollution	37
Asbestos	47
Diesel exhaust	5
Radon	12
	n=2026

*CORRECT ANSWER: Radon is the second leading cause of lung cancer.<sup>7</sup>*

Former smokers may qualify for lung cancer screening if it has been \_\_\_\_\_ year(s) or less since they quit smoking.

	All Adults
1	22
5	50
10	20
15	8
	n=2023

*CORRECT ANSWER: Former smokers may qualify for lung cancer screening if it has been 15 year(s) or less since they quit smoking.<sup>8</sup>*

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<sup>6</sup> US Preventive Services Task Force (USPSTF) Published Recommendations, Lung, [www.uspreventiveservicestaskforce.org/Page/Document/UpdateSummaryFinal/lung-cancer-screening](http://www.uspreventiveservicestaskforce.org/Page/Document/UpdateSummaryFinal/lung-cancer-screening)

<sup>7</sup> EPA: Health Risk of Radon, [www.epa.gov/radon/health-risk-radon](http://www.epa.gov/radon/health-risk-radon)

<sup>8</sup> US Preventive Services Task Force (USPSTF) Published Recommendations, Lung, [www.uspreventiveservicestaskforce.org/Page/Document/UpdateSummaryFinal/lung-cancer-screening](http://www.uspreventiveservicestaskforce.org/Page/Document/UpdateSummaryFinal/lung-cancer-screening)

Approximately \_\_\_\_\_ percent of lung cancer diagnoses are in people who either have never smoked or are former smokers.

	All Adults
10	18
25	41
40	28
65	13
	n=2026

*CORRECT ANSWER: Approximately 65 percent of lung cancer diagnoses are in people who either never smoked or are former smokers. <sup>9</sup>*

Screening for people at high risk can reduce lung cancer deaths by \_\_\_\_\_%.

	All Adults
5	5
10	18
15	28
20	49
	n=2026

*CORRECT ANSWER: Screening for people at high risk can reduce lung cancer deaths by 20%.<sup>10</sup>*

### *Cancer Diagnoses in Self and Others*

Have you or someone close to you been diagnosed with cancer(s)? (Note: We do not have any information about your identity apart from what you record on this survey)

	All Adults
Yes, me	6
No	34
Yes, someone to close to me	51
Yes, both me and at least one person close to me	5
Prefer not to respond	3
	n=2024

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<sup>9</sup> Harvard Medical School & Brigham and Women’s Hospital, “Out of the Shadows,” [www.brighamandwomens.org/assets/BWH/lung-center/pdfs/Women-and-Lung-Cancer-Final-April-22-2010-pdf.pdf](http://www.brighamandwomens.org/assets/BWH/lung-center/pdfs/Women-and-Lung-Cancer-Final-April-22-2010-pdf.pdf)

<sup>10</sup> Results from The National Lung Cancer Screening Trial published in The New England Journal of Medicine, August 4, 2011 <https://www.nejm.org/doi/full/10.1056/NEJMoa1102873#t=article>

With what type(s) of cancer have you been diagnosed? (Note: We do not have any information about your identity apart from what you record on this survey) (n=238).

*Note: Asked of 238 respondents. Respondents could select more than one response, so percentages do not add to 100.*

	All Adults
Prostate	24
Breast	23
Colon	16
Lung	9
Other	37
Prefer not to respond	10

With what type(s) of cancer have people close to you been diagnosed? (Note: We do not have any information about your identity apart from what you record on this survey) (n=1137).

*Note: Asked of 1137 respondents. Respondents could select more than one response, so percentages do not add to 100.*

	All Adults
Prostate	15
Breast	40
Colon	17
Lung	33
Other	31
Prefer not to respond	3

*Demographics*

Gender

	All Adults
Male	49
Female	51
Another gender (please explain)	*
	n=2026

Do you consider yourself to be of Hispanic, Latino, or Spanish origin?

	All Adults
Yes	17
No	83
Don't know/Refused	*
	n=2026

What racial or ethnic group best describes you?

	All Adults
African-American or Black	13
White or Caucasian	72
Native American	1
Asian	5
Multiple or Other	8
Don't know/Refused	*
	n=2026

Is there at least one telephone INSIDE your home that is currently working and is not a cell phone?

	All Adults
Yes	48
No	52
	n=2026

Do you have a cell phone?

	All Adults
Yes	97
No	3
	n=2019



What is the last year of schooling you have completed?

	All Adults
1-11 <sup>th</sup> grade	4
High school graduate	29
Some college	36
College graduate	21
Graduate school	10
Don't know/ Refused	*
	n=2026

Are you currently enrolled at any of the following?

	All Adults
High school	6
Trade/vocational school	3
2-year or junior college or community college	9
4-year college or university	7
Graduate school	3
Business school or professional school	2
Not enrolled in college/university but taking at least one course	2
Not currently enrolled in any of these	68
	n = 2024

Please indicate the correct category for your total household income?

	All Adults
25 thousand dollars or less	22
25,001 to 50,000 dollars	26
50,001 to 75,000 dollars	18
75,001 to 100,000 dollars	13
100,001 to 150,000 dollars	9
150,001 to 250,000 dollars	5
250,001 dollars or more	1
Don't know/Prefer not to Answer	7
	n=2026

How often do you attend worship services? Would you say never, a few times a year, a few times a month, almost every week, every week, or more than once a week?

	All Adults
Never	40
A few times a year	27
A few times a month	10
Almost every week	7
Every week	12
More than once a week	4
	n=2026

In politics today, do you generally consider yourself a Republican, a Democrat, or what?

	All Adults
Democrat	37
Republican	29
Independent/unaffiliated	32
Other – please explain	3
	n=2026

How would you best describe your current relationship status?

	All Adults
Single	38
Engaged	2
Living with significant other	11
Married	46
Widowed	3
	n=2026

Age (Calculated using birth year)

In what year were you born?

	All Adults
18 - 24	13
25 - 34	18
35 - 44	17
45 - 54	18
55 - 64	16
65 and older	18
	n=2026