

January 14, 2005

Demand for Public Health-Risk Reduction Policies: The Prevention Survey¹

by

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Abstract

This document contains a single example of the heavily randomized survey instrument designed to elicit individual preferences over public policies to reduce the risks of major illnesses and injuries. The survey begins by eliciting prior exposure to the different types of illnesses, the individual's subjective perceptions of their own risks of each illness, opportunities for averting or avoidance behaviors, and opinions about prevailing rates of each illness in the surrounding community of a specified size. A tutorial section then builds up to the first of five conjoint choice sets each involving two alternative risk reduction programs and a status quo alternative. The policy alternatives are described by the type of threat that is targeted and the illness or injury it causes, the duration of the proposed policy, the numbers of cases to be avoided, the number of deaths prevented, and the costs of the program. A final section establishes: the individual's attachment to the community in question; their confidence that the illnesses to be targeted are actually caused by the environmental or safety problems that the policies will seek to reduce; the survivability of each illness; subjective life expectancies; beneficiary age group preferences for public health resource allocations; preferences for prevention versus treatment; the proper role of government in regulating environmental, health and safety hazards, and a question about tradeoffs over time designed to illuminate individual-specific discount rates.

¹ Senior authorship is not assigned. This research has been supported by the US Environmental Protection Agency (R829485, Program Director Will Wheeler). It was also encouraged by Paul De Civita and has been supported in part by Health Canada (Contract H5431-010041/001/SS). This work has not yet been formally reviewed by either agency. Any remaining errors are our own.

Welcome

We want to learn more about how you view threats to your health and the health of others.

Your answers may help public officials provide you and your community with better ways of managing health threats.

Please take your time.

{Form 1 - Public: prevention, framed}

[Continue](#)

Have you, or a family member or friend, suffered from any of the following?

Select all answers that apply in the grid

	I have	Family or friends have
Respiratory disease - (asthma, emphysema, bronchitis)	<input type="checkbox"/>	<input type="checkbox"/>
Major car accident	<input type="checkbox"/>	<input type="checkbox"/>
Diabetes	<input type="checkbox"/>	<input type="checkbox"/>
Heart Disease - (heart attack, angina)	<input type="checkbox"/>	<input type="checkbox"/>

	I have	Family or friends have
Alzheimer's disease	<input type="checkbox"/>	<input type="checkbox"/>
Stroke - (stroke, blood clot, aneurysm)	<input type="checkbox"/>	<input type="checkbox"/>
Cancer - (colon, breast, prostate, etc.)	<input type="checkbox"/>	<input type="checkbox"/>

	I have	Family or friends have
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{Form 2 - Public: prevention, framed}

Next Question

Think about your health, your family history, and hazards to which you are exposed.

Which illnesses or injuries do you feel most at risk of experiencing over your lifetime?

Select one answer from each row in the grid

	Low risk 1	2	3	4	High risk 5
Respiratory disease - (asthma, emphysema, bronchitis)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Major car accident	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diabetes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Heart Disease - (heart attack, angina)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Low risk 1	2	3	4	High risk 5
Alzheimer's disease	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stroke - (stroke, blood clot, aneurysm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cancer - (colon, breast, prostate, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Low risk 1	2	3	4	High risk 5
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{Form 3 - Public: prevention, framed}

Next Question

Is there room for you to reduce your health risks by improving your lifestyle or habits in these ways?

Select one answer from each row in the grid

	No room to improve 1	2	3	4	Much room to improve 5
Drink less alcohol	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use a seat belt more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
See a doctor more regularly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	No room to improve 1	2	3	4	Much room to improve 5
Eat a healthier diet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lose weight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Exercise more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	No room to improve 1	2	3	4	Much room to improve 5
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{Form 4 - Public: prevention, framed}

Next Question

How much do you think that improving your lifestyle or habits would reduce your risk of each of these health problems?

Select one answer from each row in the grid

	Very little 1	2	3	4	A lot 5
Respiratory disease - (asthma, emphysema, bronchitis)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Major car accident	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Diabetes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Heart Disease - (heart attack, angina)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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	Very little 1	2	3	4	A lot 5
Alzheimer's disease	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Stroke - (stroke, blood clot, aneurysm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Cancer - (colon, breast, prostate, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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	Very little 1	2	3	4	A lot 5
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{Form 5 - Public: prevention, framed}

Next Question

Think of the 50,000 people who live around you in your community. Putting aside your personal health concerns, how common are these illnesses or injuries in your community?

Select one answer from each row in the grid

	Not very common 1	2	3	4	Very common 5
Respiratory disease - (asthma, emphysema, bronchitis)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Major car accident	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diabetes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Heart Disease - (heart attack, angina)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Not very common 1	2	3	4	Very common 5
Alzheimer's disease	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stroke - (stroke, blood clot, aneurysm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cancer - (colon, breast, prostate, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Not very common 1	2	3	4	Very common 5

{Form 6 - Public: prevention, framed}

Next Question

New government policies could keep many environmental problems from getting worse.

New clean technologies could prevent air, water and food contamination from getting worse.

These technologies would be installed in different places in your community such as factories, water treatment plants, food processing plants, and on automobiles.

{Form 7 - Public: prevention, framed}

Continue

We want to describe two policies that would reduce pollution that causes health problems in your community. Later we will ask you which policies you think are most valuable to you, your family and your community.

Policy A reduces types of air pollutants that cause heart disease. Cleaner technologies would be installed on local sources of air pollution. The American Heart Association has linked air pollution to heart disease.

Policy B reduces types of pesticides in foods that cause adult leukemia. New growing techniques and standards would reduce food contaminants that cause leukemia in adults.

{Form 8 - Public: prevention, framed}

[Continue](#)

To make the benefits of these policies clearer to you, think about the 50,000 people who live around you now, including any nearby family or friends.

Some of these 50,000 people will experience these illnesses. With these policies, some of those people could be prevented from suffering from each illness over the over the coming years.

	Policy A	Policy B
	reduces air pollutants that cause heart disease	reduces pesticides in foods that cause adult leukemia
Policy in effect	over 20 years	over 25 years
Without policy	1,100 get sick	30 get sick
With policy	only 100 get sick	only 5 get sick
Cases prevented	1,000 fewer cases	25 fewer cases

{Form 9 - Public: prevention, framed}

Continue

Reducing your exposure to these hazards also means that fewer of those who actually experience each illness or injury will die. Some will remain sick or disabled. More of them will recover. Look at the table below.

	Policy A	Policy B
	reduces air pollutants that cause heart disease	reduces pesticides in foods that cause adult leukemia
Policy in effect	over 20 years	over 25 years
Without policy With policy	220 will die only 20 will die	6 will die only 1 will die
Deaths prevented	200 fewer deaths over 20 years	5 fewer deaths over 25 years

Which policy saves the most lives?

Select one answer only

- Policy A reduces air pollutants that cause heart disease
- Policy B reduces pesticides in foods that cause adult leukemia
- Same

{Form 10 - Public: prevention, framed}

Next Question

Notice that each policy benefits some people but not others.

	Policy A	Policy B
	reduces air pollutants that cause heart disease	reduces pesticides in foods that cause adult leukemia
Policy in effect	over 20 years	over 25 years
Without policy	1,100 get sick	30 get sick
With policy	only 100 get sick	only 5 get sick
Cases prevented	1,000 fewer cases	25 fewer cases
Without policy	220 will die	6 will die
With policy	only 20 will die	only 1 will die
Deaths prevented	200 fewer deaths over 20 years	5 fewer deaths over 25 years

These policies prevent some people from getting sick. They also save some people from dying. However, there will still be some people who get sick and remain sick at the end of each policy.

{Form 11 - Public: prevention, framed}

Continue

For your community and nearby family to benefit from either policy, your local government would have to implement the policy. This would require to you to pay slightly higher taxes each year.

To make it easier to think about, we describe the average costs to you in each month and over each year. Because each program lasts for a different number of years, you would have to pay for each program a different length of time.

	Policy A	Policy B
	reduces air pollutants that cause heart disease	reduces pesticides in foods that cause adult leukemia
Cost to you	\$90 per month (= \$1,080 per year for 20 years)	\$25 per month (= \$300 per year for 25 years)

{Form 12 - Public: prevention, framed}

Continue

In a moment, we are going to ask you whether you would be willing to pay for either policy.

In surveys like this one, people sometimes do not fully consider their future expenses and financial obligations. Please think carefully about what you would have to give up in order to pay for one of these policies.

We give you the option of choosing neither policy. People might sensibly choose neither policy because they:

- could not afford either policy,
- did not believe that they, or their community, face these health hazards,
- believe it is more important to spend money preventing or treating other illnesses,
- would rather spend the money on other things.

{Form 13 - Public: prevention, framed}

Continue

We realize that without proof, you may not accept the idea that these policies will work. However, what we'd like to learn from you in this survey is:

IF these policies were definitely effective, which policy you would most prefer?

So please make your choice as if you have been shown proof that each is effective.

{Form 14 - Public: prevention, framed}

Continue

Before we ask you to choose, recall how each of these policies would work:

Policy A reduces types of air pollutants that cause heart disease. Cleaner technologies would be installed on local sources of air pollution. The American Heart Association has linked air pollution to heart disease.

Policy B reduces types of pesticides in foods that cause adult leukemia. New growing techniques and standards would reduce food contaminants that cause leukemia in adults.

{Form 15 - Public: prevention, framed}

Continue

Recall that these two policies will be implemented for the 50,000 people living around you.

Would you be most willing to pay for policy A, policy B, or neither of them?

	Policy A	Policy B
	reduces air pollutants that cause heart disease	reduces pesticides in foods that cause adult leukemia
Policy in effect	over 20 years	over 25 years
Without policy	1,100 get sick	30 get sick
With policy	only 100 get sick	only 5 get sick
Cases prevented	1,000 fewer cases	25 fewer cases
Without policy	220 will die	6 will die
With policy	only 20 will die	only 1 will die
Deaths prevented	200 fewer deaths over 20 years	5 fewer deaths over 25 years
Cost to you	\$90 per month (= \$1,080 per year for 20 years)	\$25 per month (= \$300 per year for 25 years)
Your choice	<input type="radio"/> Policy A reduces air pollutants that cause heart disease	<input type="radio"/> Policy B reduces pesticides in foods that cause adult leukemia
	<input type="radio"/> Neither Policy	

{Form 16 - Public: prevention, framed}

Next Question

How difficult was it for you to make up your mind on the previous screen?

Select one answer only

Easy			Somewhat			Very
1	2	3	Difficult	4	5	Difficult
1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent would each policy directly benefit you or your family?

Select one answer from each row in the grid

	Very little				Greatly
	1	2	3	4	5
Policy A reduces air pollutants that cause heart disease	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Policy B reduces pesticides in foods that cause adult leukemia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

{Form 17 - Public: prevention, framed}

Next Question

Why did you not want to pay for either policy?

Select all answers that apply

- I did not believe these policies would reduce the health risks
- I would rather spend the money on other things
- Environmental problem does not cause illness
- I could not afford either policy
- I did not believe my community faced these health threats
- Other

{Form 18 - Public: prevention, framed}

Next Question

Please evaluate each new pair of policies independently of the ones you saw earlier.

Policy C reduces types of pesticides in foods that cause stroke. New growing techniques and standards would reduce food contaminants that cause stroke.

Policy D reduces road and car hazards that cause serious car accidents. New road and traffic safety technologies would be installed on local roads to reduce bad-weather and nighttime accidents.

{Form 19 - Public: prevention, framed}

Continue

These two policies would be implemented for the 50,000 people living around you. Would you be most willing to pay for policy C, policy D, or neither of them?

	Policy C	Policy D
	reduces pesticides in foods that cause stroke	reduces road and car hazards that cause serious car accidents
Policy in effect	over 15 years	over 4 years
Without policy	50 get sick	7,500 are injured
With policy	only 45 get sick	only 7,000 are injured
Cases prevented	5 fewer cases	500 fewer cases
Without policy	30 will die	200 will die
With policy	only 5 will die	only 175 will die
Deaths prevented	25 fewer deaths over 15 years	25 fewer deaths over 4 years
Cost to you	\$25 per month (= \$300 per year for 15 years)	\$55 per month (= \$660 per year for 4 years)
Your choice	<input type="radio"/> Policy C reduces pesticides in foods that cause stroke	<input type="radio"/> Policy D reduces road and car hazards that cause serious car accidents
	<input type="radio"/> Neither Policy	

{Form 20 - Public: prevention, framed}

Next Question

How difficult was it for you to make up your mind on the previous screen?

Select one answer only

Easy			Somewhat			Very
1	2	3	Difficult	4	5	Difficult
1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent would each policy directly benefit you or your family?

Select one answer from each row in the grid

	Very little				Greatly
	1	2	3	4	5
Policy C reduces pesticides in foods that cause stroke	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Policy D reduces road and car hazards that cause serious car accidents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

{Form 21 - Public: prevention, framed}

Next Question

Why did you not want to pay for either policy?

Select all answers that apply

- I did not believe these policies would reduce the health risks
- I would rather spend the money on other things
- Environmental problem does not cause illness
- I could not afford either policy
- I did not believe my community faced these health threats
- Other

{Form 22 - Public: prevention, framed}

Next Question

Here are two more policies that reduce environmental threats that can cause illnesses in your community.

Policy E reduces types of pesticides in foods that cause colon and bladder cancer. New growing techniques and standards would reduce food contaminants that cause colon and bladder cancer.

Policy F reduces types of air pollutants that cause heart attacks. Cleaner technologies would be installed on local sources of air pollution. The American Heart Association has linked air pollution to heart attacks.

{Form 23 - Public: prevention, framed}

[Continue](#)

These two policies would be implemented for the 50,000 people living around you. Would you be most willing to pay for policy E, policy F, or neither of them?

	Policy E	Policy F
	reduces pesticides in foods that cause colon and bladder cancer	reduces air pollutants that cause heart attacks
Policy in effect	over 20 years	over 25 years
Without policy	10 get sick	55 get sick
With policy	only 5 get sick	only 5 get sick
Cases prevented	5 fewer cases	50 fewer cases
Without policy	6 will die	6 will die
With policy	only 1 will die	only 1 will die
Deaths prevented	5 fewer deaths over 20 years	5 fewer deaths over 25 years
Cost to you	\$25 per month (= \$300 per year for 20 years)	\$6 per month (= \$72 per year for 25 years)
Your choice	<input type="radio"/> Policy E reduces pesticides in foods that cause colon and bladder cancer	<input type="radio"/> Policy F reduces air pollutants that cause heart attacks
	<input type="radio"/> Neither Policy	

{Form 24 - Public: prevention, framed}

Next Question

How difficult was it for you to make up your mind on the previous screen?

Select one answer only

Easy			Somewhat			Very
1	2	3	Difficult	4	5	Difficult
1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent would each policy directly benefit you or your family?

Select one answer from each row in the grid

	Very little				Greatly
	1	2	3	4	5
Policy E reduces pesticides in foods that cause colon and bladder cancer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Policy F reduces air pollutants that cause heart attacks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

{Form 25 - Public: prevention, framed}

Next Question

Why did you not want to pay for either policy?

Select all answers that apply

- I did not believe these policies would reduce the health risks
- I would rather spend the money on other things
- Environmental problem does not cause illness
- I could not afford either policy
- I did not believe my community faced these health threats
- Other

{Form 26 - Public: prevention, framed}

Next Question

Here are two more prevention policies.

Policy G reduces types of air pollutants that cause lung cancer. Cleaner technologies would be installed on local sources of air pollution that cause lung cancer.

Policy H reduces types of drinking water contaminants that cause leukemia in children. Purification technologies would be installed to remove these contaminants from your drinking water supplies.

{Form 27 - Public: prevention, framed}

Continue

These two policies would be implemented for the 50,000 people living around you. Would you be most willing to pay for policy G, policy H, or neither of them?

	Policy G	Policy H
	reduces air pollutants that cause lung cancer	reduces drinking water contaminants that cause leukemia in children
Policy in effect	over 15 years	over 25 years
Without policy	7,500 get sick	400 get sick
With policy	only 2,500 get sick	only 200 get sick
Cases prevented	5,000 fewer cases	200 fewer cases
Without policy	200 will die	110 will die
With policy	only 100 will die	only 100 will die
Deaths prevented	100 fewer deaths over 15 years	10 fewer deaths over 25 years
Cost to you	\$90 per month (= \$1,080 per year for 15 years)	\$5 per month (= \$60 per year for 25 years)
Your choice	<input type="radio"/> Policy G reduces air pollutants that cause lung cancer	<input type="radio"/> Policy H reduces drinking water contaminants that cause leukemia in children
	<input type="radio"/> Neither Policy	

{Form 28 - Public: prevention, framed}

Next Question

How difficult was it for you to make up your mind on the previous screen?

Select one answer only

Easy			Somewhat			Very
1	2	3	Difficult	4	5	Difficult
1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent would each policy directly benefit you or your family?

Select one answer from each row in the grid

	Very little				Greatly
	1	2	3	4	5
Policy G reduces air pollutants that cause lung cancer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Policy H reduces drinking water contaminants that cause leukemia in children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

{Form 29 - Public: prevention, framed}

Next Question

Why did you not want to pay for either policy?

Select all answers that apply

- I did not believe these policies would reduce the health risks
- I would rather spend the money on other things
- Environmental problem does not cause illness
- I could not afford either policy
- I did not believe my community faced these health threats
- Other

{Form 30 - Public: prevention, framed}

Next Question

Next we would like you to consider two final policies that reduce environmental threats that can cause illnesses in your community.

Policy I reduces types of air pollutants that cause asthma in adults. Cleaner technologies would be installed on local sources of air pollution that cause asthma in adults.

Policy J reduces types of air pollutants that cause asthma in children. Cleaner technologies would be installed on local sources of air pollution that cause asthma in children.

{Form 31 - Public: prevention, framed}

Continue

These two policies would be implemented for the 50,000 people living around you. Would you be most willing to pay for policy I, policy J, or neither of them?

	Policy I	Policy J
	reduces air pollutants that cause asthma in adults	reduces air pollutants that cause asthma in children
Policy in effect	over 2 years	over 10 years
Without policy	8 get sick	2,000 get sick
With policy	only 3 get sick	only 1,000 get sick
Cases prevented	5 fewer cases	1,000 fewer cases
Without policy	6 will die	100 will die
With policy	only 1 will die	only 50 will die
Deaths prevented	5 fewer deaths over 2 years	50 fewer deaths over 10 years
Cost to you	\$15 per month (= \$180 per year for 2 years)	\$20 per month (= \$240 per year for 10 years)
Your choice	<input type="radio"/> Policy I reduces air pollutants that cause asthma in adults	<input type="radio"/> Policy J reduces air pollutants that cause asthma in children
	<input type="radio"/> Neither Policy	

{Form 32 - Public: prevention, framed}

Next Question

How difficult was it for you to make up your mind on the previous screen?

Select one answer only

Easy			Somewhat			Very
1	2	3	Difficult	4	5	Difficult
1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent would each policy directly benefit you or your family?

Select one answer from each row in the grid

	Very little				Greatly
	1	2	3	4	5
Policy I reduces air pollutants that cause asthma in adults	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Policy J reduces air pollutants that cause asthma in children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

{Form 33 - Public: prevention, framed}

Next Question

Why did you not want to pay for either policy?

Select all answers that apply

- I did not believe these policies would reduce the health risks
- I would rather spend the money on other things
- Environmental problem does not cause illness
- I could not afford either policy
- I did not believe my community faced these health threats
- Other

{Form 34 - Public: prevention, framed}

Next Question

About how many years have you lived in your community?

_____ years

{Form 35 - Public: prevention, framed}

Next Question

Looking forward, how many years do you expect to continue to live here?

Select one answer only

- 1-2 years
- 3-5 years
- 6-10 years
- More than 10 years
- Rest of my life

{Form 36 - Public: prevention, framed}

Next Question

Do you have family members living on their own within your community?

Select one answer only

Yes

No

{Form 37 - Public: prevention, framed}

Next Question

If the following problems got worse, how easy would it be for you to avoid these problems by doing things differently?

Select one answer from each row in the grid

	Very easy to avoid 1	2	3	4	Impossible to avoid 5
Your home tap water quality got worse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pesticides on store-purchased food got worse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local air quality got worse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local road conditions and safety got worse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Very easy to avoid 1	2	3	4	Impossible to avoid 5

{Form 38 - Public: prevention, framed}

Next Question

How certain do you feel that the following hazards cause these illnesses or injuries. We know that you may not be an expert, but we want your opinion.

Select one answer from each row in the grid

	Not certain at all 1	2	3	4	Very certain 5
Air pollutants can cause heart disease	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pesticides in foods can cause adult leukemia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pesticides in foods can cause stroke	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Road and car hazards can cause serious car accidents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Not certain at all 1	2	3	4	Very certain 5
Pesticides in foods can cause colon and bladder cancer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Air pollutants can cause heart attacks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Air pollutants can cause lung cancer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drinking water contaminants can cause leukemia in children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Not certain at all 1	2	3	4	Very certain 5
Air pollutants can cause asthma in adults	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Air pollutants can cause asthma in	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

children

{Form 39 - Public: prevention, framed}

Next Question

Whether you recover from an illness will depend upon the particular illness and the quality of your current health care plan. How likely do you feel it is that you could recover from each illness if you experienced it?

Select one answer from each row in the grid

	Not very likely 1	2	3	4	Very likely 5
Respiratory disease - (asthma, emphysema, bronchitis)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Major car accident	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diabetes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Heart Disease - (heart attack, angina)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Not very likely 1	2	3	4	Very likely 5
Alzheimer's disease	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stroke - (stroke, blood clot, aneurysm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cancer - (colon, breast, prostate, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Not very likely 1	2	3	4	Very likely 5

{Form 40 - Public: prevention, framed}

Next Question

We cannot perfectly predict how long we will live. But based on our health and family history, most of us have some idea about how long we might live.

Until what age do you expect to live?

Select one answer only

- | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--|
| <input type="radio"/> 50 | <input type="radio"/> 62 | <input type="radio"/> 74 | <input type="radio"/> 85 | <input type="radio"/> 96 |
| <input type="radio"/> 51 | <input type="radio"/> 63 | <input type="radio"/> 75 | <input type="radio"/> 86 | <input type="radio"/> 97 |
| <input type="radio"/> 52 | <input type="radio"/> 64 | <input type="radio"/> 76 | <input type="radio"/> 87 | <input type="radio"/> 98 |
| <input type="radio"/> 53 | <input type="radio"/> 65 | <input type="radio"/> 77 | <input type="radio"/> 88 | <input type="radio"/> 99 |
| <input type="radio"/> 54 | <input type="radio"/> 66 | <input type="radio"/> 78 | <input type="radio"/> 89 | <input type="radio"/> 100 |
| <input type="radio"/> 55 | <input type="radio"/> 67 | <input type="radio"/> 79 | <input type="radio"/> 90 | <input type="radio"/> 101 |
| <input type="radio"/> 56 | <input type="radio"/> 68 | <input type="radio"/> 80 | <input type="radio"/> 91 | <input type="radio"/> 102 |
| <input type="radio"/> 57 | <input type="radio"/> 69 | <input type="radio"/> 81 | <input type="radio"/> 92 | <input type="radio"/> 103 |
| <input type="radio"/> 58 | <input type="radio"/> 70 | <input type="radio"/> 82 | <input type="radio"/> 93 | <input type="radio"/> 104 |
| <input type="radio"/> 59 | <input type="radio"/> 71 | <input type="radio"/> 83 | <input type="radio"/> 94 | <input type="radio"/> 105 |
| <input type="radio"/> 60 | <input type="radio"/> 72 | <input type="radio"/> 84 | <input type="radio"/> 95 | <input type="radio"/> More than
105 |
| <input type="radio"/> 61 | <input type="radio"/> 73 | | | |

{Form 41 - Public: prevention, framed}

Next Question

Our government has to make hard choices when it allocates money to prevent and treat illnesses. Imagine for a moment that you are the governor of your state. On behalf of your community, you have \$100 million to spend to improve the health of children, adults or seniors.

How would you divide that \$100 million over these groups of people? (You can spend it all on one group or spread it out any way you think is right. Remember it should add up to 100.)

Please enter a number between 0 and 100 in each of the three boxes.

	Dollar amount	
Adults \$	<input type="text"/>	million
Senior citizens \$	<input type="text"/>	million
Children \$	<input type="text"/>	million
Total \$	<input type="text"/>	million

{Form 42 - Public: prevention, framed}

Next Question

Again, imagine you are a governor. Each of the following three types of policies improve people's health in different ways.

How would you divide that \$100 million over these three types of policies? (You can spend it all on one policy or spread it out any way you think is right. Remember it should add up to 100.)

Please enter a number between 0 and 100 in each of the three boxes.

	Dollar amount
Prevent some "at risk" people from becoming ill by developing new diagnostic tests that identify and protect people at higher risk for illnesses	_____ million
Increase the chance of recovery for those already ill or injured by providing new and more effective treatments	_____ million
Prevent people from becoming "at risk" for an illness by improving environmental, health and safety regulations to reduce exposure to hazards	_____ million
Total \$	_____ million

{Form 43 - Public: prevention, framed}

Next Question

People have different ideas about what their government should be doing. How involved do you feel the government should be in regulating environmental, health and safety hazards?

Select one answer only

Minimally
involved

1

2

3

4

5

6

Heavily
involved

7

{Form 44 - Public: prevention, framed}

Next Question

We want to change the topic to something that may seem unrelated, but it will help us understand your earlier choices.

Imagine that you have just won a lottery, and you have to choose how to take your winnings.

{Form 45 - Public: prevention, framed}

Continue

You could take your lottery winnings in two different ways.

1. \$1,500 each year for 20 years, for a total of \$30,000,

OR

2. a smaller lump sum payment right now.

Instead of \$30,000 spread over 20 years, would you be willing to take the smaller lump sum payments shown below?

Select one answer from each row in the grid

	Definitely Not	Probably Not	Probably Yes	Definitely Yes
\$27,000	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$20,000	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$14,000	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$8,800	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$5,200	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Definitely Not	Probably Not	Probably Yes	Definitely Yes

{Form 46 - Public: prevention, framed}

Next Question

About how many lottery tickets do you buy per year?

Select one answer only

- No lottery available to me
- 0
- 1
- 2-6
- 7-12
- 13-24
- 25-52
- More than 52

{Form 47 - Public: prevention, framed}

Next Question

Thinking about this survey, do you have any comments you would like to share?

Any comments welcome!

{Form 48 - Public: prevention, framed}

Continue

Thank you for your time!

{Form 49 - Public: prevention, framed}

Finish