

ASCO National Cancer Opinion Survey

Description

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. The poll, supported by ASCO's Conquer Cancer Foundation, was 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 10-18, 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.

Why is this data important; what makes it unique?

The data from this survey "helps us understand what our fellow Americans know and believe about cancer, and therefore where we need to focus as a nation in our efforts to conquer cancer," said ASCO President Bruce Johnson, MD, FASCO. "It is clear there are many important gaps we need to address – from educating the public about cancer prevention, to confronting high treatment costs, to investing in cancer research that is vital to improving patients' outcomes in the future." [From [News Release](#)]

Links to publications and press releases

- [News Release: National Poll Reveals Most Americans Are Unaware of Key Cancer Risk Factors](#)
- [Infographic](#)
- [Survey Results](#)

Is the data available elsewhere?

This is an ASCO data source and not available elsewhere.

Design

This survey was conducted online in the U.S. by Harris Poll on behalf of ASCO between July 10-18, 2017, among 4,016 US adults aged 18+. 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. Respondents for this survey were selected among those who have agreed to participate in online surveys.

Variables

- See the ASCO Data File Codebook for a list of variables and values

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Sample Size/number of Respondents

- 4,016 US adults aged 18+
- 1,508 of the participants are cancer patients, cancer survivors and/or caregivers.

Data Formats

- Excel
- CSV

Limitations

- For the questions specific to cancer patients, survivors and caregivers, the sample size is limited.
- All sample surveys and polls (whether or not they use probability sampling) are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Poll avoids the words “margin of error” as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.
- No estimates of theoretical sampling error can be calculated.
- Analytic approaches should incorporate survey sampling weights.

Data Dictionary

- See the ASCO Data File Codebook for a list of questions and values

Sample Data

See sample dataset