

Private Health Risk Reductions Survey - Trudy Ann Cameron and J.R. DeShazo (2002). This Survey was distributed to a random sample from the Knowledge Networks consumer panel

Welcome

We want to learn about how you view threats to your health.

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

Please take your time.

{Form 1 - Private}

Continue

How much does each of the following threaten your health?

Select one answer from each row in the grid

	Very little 1	2	3	4	A great deal 5
Unsafe foods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unsafe working conditions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Violent crime	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Very little 1	2	3	4	A great deal 5
Unsafe drinking water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Poor air quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unsafe roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Very little 1	2	3	4	A great deal 5
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

{Form 2 - Private}

Next Question

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"/>
Diabetes	<input type="checkbox"/>	<input type="checkbox"/>
Alzheimer's disease	<input type="checkbox"/>	<input type="checkbox"/>
Heart Disease -(heart attack, angina)	<input type="checkbox"/>	<input type="checkbox"/>
	I have	Family or friends have
Cancer - (colon, breast, prostate, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
Stroke - (stroke, blood clot, aneurysm)	<input type="checkbox"/>	<input type="checkbox"/>
Major car accident	<input type="checkbox"/>	<input type="checkbox"/>
	I have	Family or friends have

{Form 3 - Private}

Next Question

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

Select all answers that apply in the grid

	I have	Family or friends have
High cholesterol levels	<input type="checkbox"/>	<input type="checkbox"/>
High blood pressure	<input type="checkbox"/>	<input type="checkbox"/>
Extended hospitalization	<input type="checkbox"/>	<input type="checkbox"/>

	I have	Family or friends have
Major surgery	<input type="checkbox"/>	<input type="checkbox"/>
Periods of moderate to severe pain	<input type="checkbox"/>	<input type="checkbox"/>

{Form 4 - Private}

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"/>
Diabetes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alzheimer's disease	<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
Cancer - (colon, breast, prostate, etc.)	<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"/>
Major car accident	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

{Form 5 - Private}

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"/>
quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
eat a healthier diet	<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
exercise more	<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"/>
use a seat belt 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 6 - Private}

Next Question

Changing your lifestyle or habits can be difficult because it requires time, money, and effort.

How difficult would it be for you to do the following things?

Select one answer from each row in the grid

	easy to do 1	2	3	4	hard to do 5
drink less alcohol	<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"/>
eat a healthier diet	<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"/>

	easy to do 1	2	3	4	hard to do 5
exercise more	<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"/>
use a seat belt more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

{Form 7 - Private}
{Displays only those rows for which there is
some "room to improve" on previous screen}

Next Question

How much do you think that improving your lifestyle or habits would reduce your risk of:

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"/>
Diabetes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alzheimer's disease	<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"/>

	Very little 1	2	3	4	A lot 5
Cancer - (colon, breast, prostate, etc.)	<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"/>
Major car accident	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

{Form 8 - Private}

Next Question

Doctors tell us that someone like you, who is now about 54 years old, can expect to live until about 88. (Later, we will ask how long you think you will live.) In this survey we focus on health programs that reduce your risk of getting sick and dying in the 34 years between now and age 88.

{Form 9 - Private}

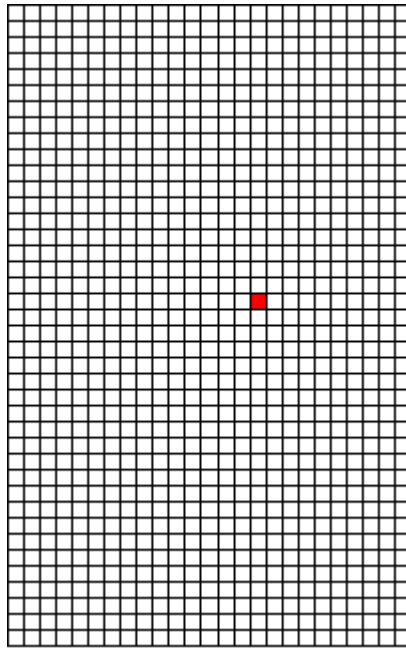
Continue

We want to take a minute to explain how we will describe your risk over these 34 years. Imagine that each small square below represents one person, so that the whole picture represents 1,000 people. RED squares show the people who die over 34 years. WHITE squares show the people who live.

■ = DEAD

□ = ALIVE

In the picture below, ONE person out of 1,000 people dies over 34 years.

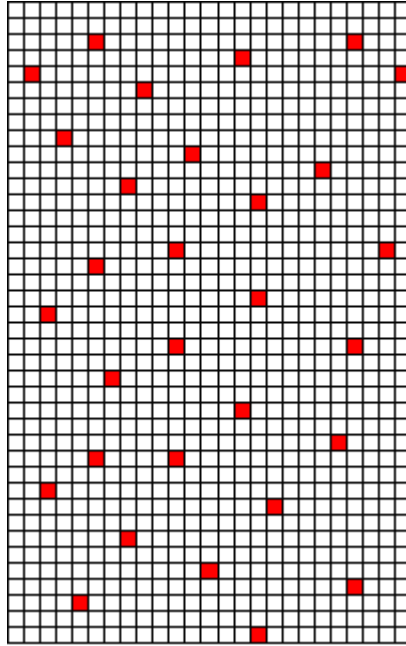


{Form 10 - Private}

Continue

Now imagine that you are one of those 1,000 people in the previous grid. If an illness kills 30 people over the next 34 years, then 970 will NOT have died of this illness at the end of that period. Since you do not know whether this illness will affect you over the next 34 years, we will describe your chance of dying as

30 in 1,000



{Form 11 - Private}

Continue

Next we want to know which illnesses you most want to avoid. We will present you with two illnesses that could affect you. For each illness, we describe how it might affect you.

{Form 12 - Private}

Continue

Consider the possibility that you might experience these two illnesses around these times in your life.

Respiratory Disease

Colon Cancer

Timeline

Get sick when 65 years old

Get sick when 68 years old

If you have already suffered from one of these illnesses, please view these as possible recurrences.

{Form 13 - Private}

Continue

Each illness may cause pain and disability. Below we describe what it is like to experience moderate and severe pain and disability.

Color key for level of PAIN and DISABILITY:

	Moderate	Pain Some discomfort performing daily activities; most pain can be controlled by medication. Disability Some problems walking, washing, dressing or using the toilet.
	Severe	Pain So bad it impairs daily activities. Difficult to control even with medication. Disability: unable to perform usual daily activities; usually confined to bed; unable to wash, dress, or use toilet independently; unable to communicate well with others.

{Form 14 - Private}

Continue

The pain, disability, and medical treatments associated with these two illnesses would be:

	Respiratory Disease	Colon Cancer
Symptoms / Treatments	No hospitalization Minor surgery Moderate pain for 1 month	1 month of hospitalization Major surgery Severe pain for 18 months Moderate pain for 2 years

{Form 15 - Private}

Continue

If you experience Respiratory Disease or Colon Cancer, it may kill you or you may recover from it. Even if you recover, you may not live until 88 because you are more vulnerable to other illnesses. Assume that these illnesses affect your life expectancy in the following way.

	Respiratory Disease	Colon Cancer
Recovery	Recover at 65	Recover at 71
Life expectancy	Die of something else at 68 instead of 88	Die of something else at 73 instead of 88

Which one shortens your life the most?

Select one answer only

- Respiratory Disease
- Colon Cancer
- Same

{Form 16 - Private}

Next Question

We want to tell you how some new health programs work to reduce your chance of these illnesses.

Like mammograms and prostate exams, these new programs would indicate whether you are at risk for an illness. The big advantage of these new programs is that you and your doctor get better information, much sooner, without uncomfortable procedures.

Your doctor would give you a pin-prick blood test once a year. Each test works by checking for chemicals in your blood that indicate you are at risk for an illness.

If a test says that you have a problem, your doctor could prescribe medication and life-style changes that reduce your risk of getting the illness. You would continue to be monitored.

Your doctor and the U.S. Food and Drug Administration would certify all of these programs as safe and fully effective before you used them.

{Form 17 - Private}

[Continue](#)

We may also ask you about several new airbag, braking, and impact-reduction technologies that are becoming available. These will reduce your chance of injury or death due to auto accidents. These technologies can be built into new vehicles, or added to existing vehicles.

You will probably pay the cost of these technologies all at once when you buy a new car or have the equipment installed in an older one. When we describe costs, we will convert them to monthly costs and also annual costs to make them easier to compare across programs.

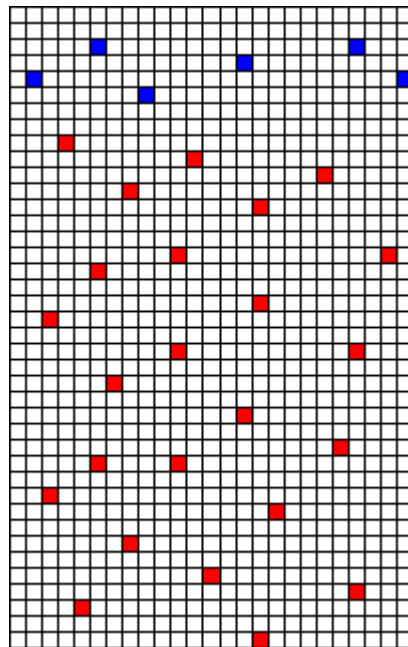
{Form 18 - Private}

[Continue](#)

Programs may be very effective at reducing your risk, but you should remember that your risks of dying may be very small.

For example, consider a new program that reduces your risk of dying by 20% - from 30 in 1,000 to 24 in 1,000 - over 34 years. This may sound like a large percentage reduction, but your initial chance of dying was only 30 in 1,000 over the next 34 years. To illustrate this below, the blue squares (■) represent the size of this risk reduction. The red squares (■) represent your remaining chance of dying even with the new program.

20% percent reduction
from 30 in 1,000 to 24 in 1,000



{Form 19 - Private}

Continue

Now we show you how effectively these programs can reduce your chance of respiratory disease and colon cancer. Each program reduces both your risk of getting an illness and your risk of dying from it for the next 34 years.

	Program A for Respiratory Disease	Program B for Colon Cancer
Risk Reduction	75%	50%
	From 4 in 1,000 to 1 in 1,000	From 4 in 1,000 to 2 in 1,000

Which program reduces your risk the most?

Select one answer only

- Program A for respiratory disease
- Program B for colon cancer

{Form 20 - Private}

Next Question

Your participation in a program would cost money. These higher costs might take the form of a co-payment when you visit your doctor visit or higher monthly health insurance costs.

To make it easier to compare, we present all costs as monthly costs, and also as annual costs. You would need to pay for, and participate in, a program for the next 34 years to get its benefits.

	Program A for Respiratory Disease	Program B for Colon Cancer
Cost to you	\$18 per month [= \$216 per year]	\$4 per month [= \$48 per year]

{Form 21 - Private}

Continue

In surveys like this one, people sometimes do not fully consider their future expenses. Please think about what you would have to give up to purchase one of these programs. If you choose a program with too high a price, you may not be able to afford the program when it is offered.

We give you the option to choose "neither program". Some people might choose this option because they:

- cannot afford either program,
- do not believe they face these illnesses or injuries,
- would rather spend the money on other things, or
- believe they will be affected by another illness or injury first.

{Form 22 - Private}

[Continue](#)

We explain important points about this table below.

	Program A for Respiratory Disease	Program B for Colon Cancer
Timeline	Get sick when 65 years old	Get sick when 68 years old
Recovery / Life expectancy	Recover at 65 Die of something else at 68 instead of 88	Recover at 71 Die of something else at 73 instead of 88
Risk Reduction	75% From 4 in 1,000 to 1 in 1,000	50% From 4 in 1,000 to 2 in 1,000

We want to be clear about when the benefits from each program begin. For example, the benefits of Program A are that it reduces your risk of respiratory disease from 4 in 1,000 to 1 in 1,000, starting when you are around 65 years old and continuing for the rest of your life. If you DO NOT choose Program A, your risk of respiratory disease will remain at 4 in 1,000 over this time period.

{Form 23 - Private}

Continue

We realize that without proof, you may not accept the idea that these programs are guaranteed to work. Please make your choice as if you have been shown such proof. Remember that all programs would be certified as safe and effective by your doctor and the U.S. Food and Drug Administration.

{Form 24 - Private}

Continue

Choose the program that reduces the illness that you most want to avoid. But think carefully about whether the costs are too high for you. If both programs are too expensive, then choose Neither Program.

If you choose "neither program", remember that you could die early from a number of causes, including the ones described below.

	Program A for Respiratory Disease	Program B for Colon Cancer
Symptoms / Treatment	Get sick when 65 years old No hospitalization Minor surgery Moderate pain for 1 month	Get sick when 68 years old 1 month of hospitalization Major surgery Severe pain for 18 months Moderate pain for 2 years
Recovery / Life expectancy	Recover at 65 Die of something else at 68 instead of 88	Recover at 71 Die of something else at 73 instead of 88
Risk Reduction	75% From 4 in 1,000 to 1 in 1,000	50% From 4 in 1,000 to 2 in 1,000
Costs to you	\$18 per month [= \$216 per year]	\$4 per month [= \$48 per year]
Your choice	<input type="radio"/> Reduce my chance of respiratory disease	<input type="radio"/> Reduce my chance of colon cancer
	<input type="radio"/> Neither Program	

{Form 25 - Private}

Next Question

How difficult was your choice on the previous screen?

Select one answer only

- | | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Easy | | | Somewhat
Difficult | | | Very
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"/> |

{Form 26 - Private}

Next Question

You may have chosen Program A, Program B, or neither. Regardless of your choice, we would like to know when, over your lifetime, you think you would first need and benefit from the two programs (if at all).

Your answers below may depend upon the illness or injury in question, as well as your current age, health and family history.

Around when do you think you would begin to value highly the risk reduction benefits of each program?

Select one answer from each column in the grid

	Program A to reduce my chance of respiratory disease	Program B to reduce my chance of colon cancer
For me, benefits would start		
Immediately	<input type="radio"/>	<input type="radio"/>
1-5 years from now	<input type="radio"/>	<input type="radio"/>
6-10 years from now	<input type="radio"/>	<input type="radio"/>
11-20 years from now	<input type="radio"/>	<input type="radio"/>
21-30 years from now	<input type="radio"/>	<input type="radio"/>
31 or more years from now	<input type="radio"/>	<input type="radio"/>
Never (Program would not benefit me)	<input type="radio"/>	<input type="radio"/>

{Form 27 - Private}

Next Question

Which reasons best describe why you did not want to pay?

Select all answers that apply

- I would rather spend the money on something else
- I did not believe these programs would reduce my risks
- I will be affected by another illness or injury first
- I did not believe I faced these health threats
- I could not afford either program
- I prefer to take other actions to avoid these risks

{Form 28 - Private}
{Shown only if choice is "neither"}

Next Question

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

Given the cost, choose the program that reduces the illness you most want to avoid.

Would you prefer Program C, Program D, or neither?

	Program C for Diabetes	Program D for Stroke
Symptoms / Treatment	Get sick when 77 years old 6 weeks of hospitalization No surgery Moderate pain for 7 years	Get sick when 65 years old 6 weeks of hospitalization Minor surgery Moderate pain for remaining life
Recovery / Life expectancy	Do not recover Die at 84 instead of 88	Chronic condition Die of something else at 81 instead of 88
Risk Reduction	10% From 10 in 1,000 to 9 in 1,000	20% From 10 in 1,000 to 8 in 1,000
Costs to you	\$12 per month [= \$144 per year]	\$20 per month [= \$240 per year]
Your choice	<input type="radio"/> Reduce my chance of diabetes	<input type="radio"/> Reduce my chance of stroke
	<input type="radio"/> Neither Program	

{Form 29 - Private}

Next Question

How difficult was your choice 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"/> |

{Form 30 - Private}

Next Question

You may have chosen Program C, Program D, or neither. Regardless of your choice, we would like to know when, over your lifetime, you think you would first need and benefit from the two programs (if at all).

Your answers below may depend upon the illness or injury in question, as well as your current age, health and family history.

Around when do you think you would begin to value highly the risk reduction benefits of each program?

Select one answer from each column in the grid

	Program C to reduce my chance of diabetes	Program D to reduce my chance of stroke
For me, benefits would start		
Immediately	<input type="radio"/>	<input type="radio"/>
1-5 years from now	<input type="radio"/>	<input type="radio"/>
6-10 years from now	<input type="radio"/>	<input type="radio"/>
11-20 years from now	<input type="radio"/>	<input type="radio"/>
21-30 years from now	<input type="radio"/>	<input type="radio"/>
31 or more years from now	<input type="radio"/>	<input type="radio"/>
Never (Program would not benefit me)	<input type="radio"/>	<input type="radio"/>

{Form 31 - Private}

Next Question

Which reasons best describe why you did not want to pay?

Select all answers that apply

- I would rather spend the money on something else
- I did not believe these programs would reduce my risks
- I will be affected by another illness or injury first
- I did not believe I faced these health threats
- I could not afford either program
- I prefer to take other actions to avoid these risks

{Form 32 - Private}
{Shown only if choice is "neither"}

Next Question

Would you prefer Program E, Program F, or neither?

	Program E for Serious Skin Cancer	Program F for Lung Cancer
Symptoms / Treatment	Get sick when 87 years old 3 days of hospitalization Minor surgery Moderate pain for remaining life	Get sick when 81 years old 6 months of hospitalization Major surgery Moderate pain for 12 months Severe pain for remaining life
Recovery / Life expectancy	Chronic condition Die of something else at 87 instead of 88	Chronic condition Die of something else at 85 instead of 88
Risk Reduction	10% From 30 in 1,000 to 27 in 1,000	20% From 30 in 1,000 to 24 in 1,000
Costs to you	\$19 per month [= \$228 per year]	\$50 per month [= \$600 per year]
Your choice	<input type="radio"/> Reduce my chance of serious skin cancer	<input type="radio"/> Reduce my chance of lung cancer
	<input type="radio"/> Neither Program	

{Form 33 - Private}

Next Question

How difficult was your choice 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"/> |

{Form 34 - Private}

Next Question

Around when do you think you would begin to value highly the risk reduction benefits of each program?

Select one answer from each column in the grid

	Program E to reduce my chance of serious skin cancer	Program F to reduce my chance of lung cancer
For me, benefits would start		
Immediately	<input type="radio"/>	<input type="radio"/>
1-5 years from now	<input type="radio"/>	<input type="radio"/>
6-10 years from now	<input type="radio"/>	<input type="radio"/>
11-20 years from now	<input type="radio"/>	<input type="radio"/>
21-30 years from now	<input type="radio"/>	<input type="radio"/>
31 or more years from now	<input type="radio"/>	<input type="radio"/>
Never (Program would not benefit me)	<input type="radio"/>	<input type="radio"/>

{Form 35 - Private}

Next Question

Which reasons best describe why you did not want to pay?

Select all answers that apply

- I would rather spend the money on something else
- I did not believe these programs would reduce my risks
- I will be affected by another illness or injury first
- I did not believe I faced these health threats
- I could not afford either program
- I prefer to take other actions to avoid these risks

{Form 36 - Private}
{Shown only if choice is "neither"}

Next Question

Would you prefer Program G, Program H, or neither?

	Program G for Alzheimer's Disease	Program H for Heart Disease
Symptoms / Treatment	Get sick when 65 years old 4 years of long-term care No surgery Moderate disability for 4 years	Get sick when 71 years old 2 weeks of hospitalization No surgery Moderate pain for remaining life
Recovery / Life expectancy	Do not recover Die at 69 instead of 88	Chronic condition Die of something else at 86 instead of 88
Risk Reduction	10% From 40 in 1,000 to 36 in 1,000	5% From 40 in 1,000 to 38 in 1,000
Costs to you	\$19 per month [= \$228 per year]	\$15 per month [= \$180 per year]
Your choice	<input type="radio"/> Reduce my chance of Alzheimer's disease	<input type="radio"/> Reduce my chance of heart disease
	<input type="radio"/> Neither Program	

{Form 37 - Private}

Next Question

How difficult was your choice on the previous screen?

Select one answer only

- | | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Easy | | | Somewhat
Difficult | | | Very
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"/> |

{Form 38 - Private}

Next Question

Around when do you think you would begin to value highly the risk reduction benefits of each program?

Select one answer from each column in the grid

	Program G to reduce my chance of Alzheimer's disease	Program H to reduce my chance of heart disease
For me, benefits would start		
Immediately	<input type="radio"/>	<input type="radio"/>
1-5 years from now	<input type="radio"/>	<input type="radio"/>
6-10 years from now	<input type="radio"/>	<input type="radio"/>
11-20 years from now	<input type="radio"/>	<input type="radio"/>
21-30 years from now	<input type="radio"/>	<input type="radio"/>
31 or more years from now	<input type="radio"/>	<input type="radio"/>
Never (Program would not benefit me)	<input type="radio"/>	<input type="radio"/>

{Form 39 - Private}

Next Question

Which reasons best describe why you did not want to pay?

Select all answers that apply

- I would rather spend the money on something else
- I did not believe these programs would reduce my risks
- I will be affected by another illness or injury first
- I did not believe I faced these health threats
- I could not afford either program
- I prefer to take other actions to avoid these risks

{Form 40 - Private}
{Shown only if choice is "neither"}

Next Question

This is the final pair of programs.

Would you prefer Program I, Program J, or neither?

	Program I for Traffic Accident	Program J for Heart Attack
Symptoms / Treatment	Suffer injury when 73 years old No hospitalization No surgery Severe pain for a few hours	Get sick when 67 years old No hospitalization No surgery Severe pain for a few hours
Recovery / Life expectancy	Do not recover Die suddenly at 73 instead of 88	Do not recover Die suddenly at 67 instead of 88
Risk Reduction	5% From 40 in 1,000 to 38 in 1,000	10% From 40 in 1,000 to 36 in 1,000
Costs to you	\$4 per month [= \$48 per year]	\$17 per month [= \$204 per year]
Your choice	<input type="radio"/> Reduce my chance of traffic accident	<input type="radio"/> Reduce my chance of heart attack
	<input type="radio"/> Neither Program	

{Form 41 - Private}

Next Question

How difficult was your choice on the previous screen?

Select one answer only

Easy			Somewhat			Very	
1	2	3	Difficult	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"/>	<input type="radio"/>

{Form 42 - Private}

Next Question

Around when do you think you would begin to value highly the risk reduction benefits of each program?

Select one answer from each column in the grid

	Program I to reduce my chance of traffic accident	Program J to reduce my chance of heart attack
For me, benefits would start		
Immediately	<input type="radio"/>	<input type="radio"/>
1-5 years from now	<input type="radio"/>	<input type="radio"/>
6-10 years from now	<input type="radio"/>	<input type="radio"/>
11-20 years from now	<input type="radio"/>	<input type="radio"/>
21-30 years from now	<input type="radio"/>	<input type="radio"/>
31 or more years from now	<input type="radio"/>	<input type="radio"/>
Never (Program would not benefit me)	<input type="radio"/>	<input type="radio"/>

{Form 43 - Private}

Next Question

Which reasons best describe why you did not want to pay?

Select all answers that apply

- I would rather spend the money on something else
- I did not believe these programs would reduce my risks
- I will be affected by another illness or injury first
- I did not believe I faced these health threats
- I could not afford either program
- I prefer to take other actions to avoid these risks

{Form 44 - Private}
{Shown only if choice is "neither"}

Next Question

Do you tend to put more effort into protecting your health now than you did ten years ago?

Select one answer only

- Much more
- Somewhat more
- About the same
- Somewhat less
- Much less

{Form 45 - Private}

Next Question

What is the chance that you will experience, either for the first time or as a recurrence, one of the major illnesses we discussed within the next 20 years?

Select one answer only

- Very likely
- Somewhat likely
- Somewhat unlikely
- Very unlikely

{Form 46 - Private}

Next Question

Did you consider whether you could actually afford to pay for these programs over your lifetime?

Select one answer only

- Yes
- Somewhat
- No

{Form 47 - Private}

Next Question

Imagine you experience one of the major illnesses described in this survey. How confident are you that your diagnosis and treatment by your current health care provider would be both timely and of high quality?

Select one answer only

- highly confident
- somewhat confident
- not at all confident

{Form 48 - Private}

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? Please check your best guess.

Select one answer only

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

{Form 49 - Private}

Next Question

Thank you for your time!

{Form 50 - Private}

Finish