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Demand for Public Health-Risk Reduction Policies: The Treatment 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 treat the victims of major illnesses and injuries. It is designed to conform as closely as possible to a related survey about public policies to prevent a similar set of health and safety problems. 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 publicly funded treatment programs and a status quo alternative. The policy alternatives are described by the distribution of benefits across adults, seniors and children, the type of disease or injury that is targeted for treatment, and the environmental or safety threat believed to cause the problem. Other attributes include the duration of the proposed policy, the expected recovery rates and death rates without and with the policy, and the costs of the program. As for the related risk prevention survey, 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.

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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: treatment, 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
Cancer - (colon, breast, prostate, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
Diabetes	<input type="checkbox"/>	<input type="checkbox"/>
Stroke - (stroke, blood clot, aneurysm)	<input type="checkbox"/>	<input type="checkbox"/>
Alzheimer's disease	<input type="checkbox"/>	<input type="checkbox"/>

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

	I have	Family or friends have
	<input type="checkbox"/>	<input type="checkbox"/>

{Form 2 - Public: treatment, 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
Cancer - (colon, breast, prostate, etc.)	<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"/>
Stroke - (stroke, blood clot, aneurysm)	<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"/>

	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"/>
Heart Disease - (heart attack, angina)	<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"/>

	Low risk 1	2	3	4	High risk 5
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{Form 3 - Public: treatment, 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
Exercise 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"/>
Lose weight	<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"/>

	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"/>
See a doctor more regularly	<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 4 - Public: treatment, 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
Cancer - (colon, breast, prostate, etc.)	<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"/>
Stroke - (stroke, blood clot, aneurysm)	<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"/>

	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"/>
Heart Disease - (heart attack, angina)	<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"/>

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

	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"/>
Heart Disease - (heart attack, angina)	<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"/>

	Not very likely 1	2	3	4	Very likely 5
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{Form 6 - Public: treatment, framed}

Next Question

Think of the 1,000,000 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
Cancer - (colon, breast, prostate, etc.)	<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"/>
Stroke - (stroke, blood clot, aneurysm)	<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"/>

	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"/>
Heart Disease - (heart attack, angina)	<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"/>

	Not very common 1	2	3	4	Very common 5
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{Form 7 - Public: treatment, framed}

Next Question

Treatment policies help people who are already sick to recover.
Government policies can improve the medical treatment available to you,
your family and community by:

- investing more in research to find cures for specific illnesses,
- requiring the installation of specific new technologies in your local hospitals,
- forcing HMOs and insurance companies to support the latest treatments and medicines
- adopting the latest treatments and medicines in publicly funded hospitals

{Form 8 - Public: treatment, framed}

Continue

These new medical treatments would decrease the chance that you, your family, or others in your community would die from:

- strokes
- respiratory illnesses
- cancer
- heart attacks/heart disease
- injuries

{Form 9 - Public: treatment, framed}

Continue

Some illnesses mostly affect certain groups of people. We focus on

- children (1-18 years),
- adults (19-64 years),
- seniors (65 years and older).

Some new treatments will primarily benefit just one or two of these groups, or only men or women. Here are some examples:

- children (asthma and leukemia)
- adults (many illnesses)
- seniors (Alzheimer's disease)
- only men (prostate cancer)
- only women (breast cancer)

{Form 10 - Public: treatment, framed}

Continue

We want to describe two policies that would improve the range and quality of treatments available in your community. Later we will ask you which policies you think are most valuable to you, your family and your community.

Policy A treats children, adults, and seniors who have leukemia. Those helped will be 25% children, 25% adults, and 50% seniors (i.e. 25/25/50 mix).

Policy B treats seniors who have heart disease.

{Form 11 - Public: treatment, framed}

Continue

To make the benefits of these policies clearer to you, think about the 1,000,000 people who live in your community, including any nearby family or friends. These policies might benefit any of these 1,000,000 who became sick or injured.

Below, we show you how many of these 1,000,000 people will probably suffer from these two health problems in coming years.

	Policy A	Policy B
	treats children, adults, and seniors (25/25/50 mix) who have leukemia	treats seniors who have heart disease
How many will policy affect, and when	700 will get sick over 30 years	10,000 will get sick over 4 years
Without policy	only 5 recover fully	only 5 recover fully
With policy	30 recover fully	55 recover fully
Increased recoveries	25 more full recoveries	50 more full recoveries

{Form 12 - Public: treatment, framed}

[Continue](#)

Developing and implementing more innovative treatments will reduce the number of people who die from these illnesses. Look at the table below.

	Policy A	Policy B
	treats children, adults, and seniors (25/25/50 mix) who have leukemia	treats seniors who have heart disease
How many will policy affect, and when	700 will get sick over 30 years	10,000 will get sick over 4 years
Without policy	55 will die	7,500 will die
With policy	only 50 will die	only 2,500 will die
Deaths prevented	5 fewer deaths over 30 years	5,000 fewer deaths over 4 years

Which policy saves the most lives?

Select one answer only

- Policy A treats children, adults, and seniors (25/25/50 mix) who have leukemia
- Policy B treats seniors who have heart disease
- Same

{Form 13 - Public: treatment, framed}

Next Question

Notice that each policy benefits some people but not others.

	Policy A	Policy B
	treats children, adults, and seniors (25/25/50 mix) who have leukemia	treats seniors who have heart disease
How many will policy affect, and when	700 will get sick over 30 years	10,000 will get sick over 4 years
Without policy	only 5 recover fully	only 5 recover fully
With policy	30 recover fully	55 recover fully
Increased recoveries	25 more full recoveries	50 more full recoveries
Without policy	55 will die	7,500 will die
With policy	only 50 will die	only 2,500 will die
Deaths prevented	5 fewer deaths over 30 years	5,000 fewer deaths over 4 years

These policies help some people to recover. They also prevent some people from dying. However, people who neither recover nor die will remain sick at the end of each policy.

{Form 14 - Public: treatment, 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
	treats children, adults, and seniors (25/25/50 mix) who have leukemia	treats seniors who have heart disease
Cost to you	\$6 per month (= \$72 per year for 30 years)	\$35 per month (= \$420 per year for 4 years)

{Form 15 - Public: treatment, 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 16 - Public: treatment, 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 17 - Public: treatment, framed}

[Continue](#)

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

Policy A treats children, adults, and seniors who have leukemia. Those helped will be 25% children, 25% adults, and 50% seniors (i.e. 25/25/50 mix).

Policy B treats seniors who have heart disease.

{Form 18 - Public: treatment, framed}

Continue

Recall that these two policies will be implemented for the 1,000,000 people living around you. Below we describe how many of these people get sick and die, with and without these policies.

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

	Policy A	Policy B
	treats children, adults, and seniors (25/25/50 mix) who have leukemia	treats seniors who have heart disease
How many will policy affect, and when	700 will get sick over 30 years	10,000 will get sick over 4 years
Without policy With policy	only 5 recover fully 30 recover fully	only 5 recover fully 55 recover fully
Increased recoveries	25 more full recoveries	50 more full recoveries
Without policy With policy	55 will die only 50 will die	7,500 will die only 2,500 will die
Deaths prevented	5 fewer deaths over 30 years	5,000 fewer deaths over 4 years
Cost to you	\$6 per month (= \$72 per year for 30 years)	\$35 per month (= \$420 per year for 4 years)
Your choice	<input type="radio"/> Policy A treats children, adults, and seniors (25/25/50 mix) who have leukemia	<input type="radio"/> Policy B treats seniors who have heart disease
	<input type="radio"/> Neither Policy	

{Form 19 - Public: treatment, 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 treats children, adults, and seniors (25/25/50 mix) who have leukemia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Policy B treats seniors who have heart disease	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

{Form 20 - Public: treatment, 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
- Environmental problem does not cause illness
- I did not believe my community faced these health threats
- I could not afford either policy
- I would rather spend the money on other things
- Other

{Form 21 - Public: treatment, framed}

Next Question

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

Policy C treats adults and seniors who are victims of strokes. Those helped will be 30% adults and 70% seniors (i.e. 30/70 mix).

Policy D treats seniors who have lung cancer.

{Form 22 - Public: treatment, framed}

Continue

These two policies would be implemented for the 1,000,000 people living around you. Would you be most willing to pay for policy C, policy D, or neither of them?

	Policy C	Policy D
	treats adults and seniors (30/70 mix) who are victims of strokes	treats seniors who have lung cancer
How many will policy affect, and when	1,800 will get sick over 5 years	10,000 will get sick over 30 years
Without policy With policy	only 5 recover fully 10 recover fully	only 4,500 recover fully 5,000 recover fully
Increased recoveries	5 more full recoveries	500 more full recoveries
Without policy With policy	100 will die only 75 will die	1,000 will die only 500 will die
Deaths prevented	25 fewer deaths over 5 years	500 fewer deaths over 30 years
Cost to you	\$10 per month (= \$120 per year for 5 years)	\$35 per month (= \$420 per year for 30 years)
Your choice	<input type="radio"/> Policy C treats adults and seniors (30/70 mix) who are victims of strokes	<input type="radio"/> Policy D treats seniors who have lung cancer
	<input type="radio"/> Neither Policy	

{Form 23 - Public: treatment, 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 treats adults and seniors (30/70 mix) who are victims of strokes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Policy D treats seniors who have lung cancer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

{Form 24 - Public: treatment, 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
- Environmental problem does not cause illness
- I did not believe my community faced these health threats
- I could not afford either policy
- I would rather spend the money on other things
- Other

{Form 25 - Public: treatment, framed}

Next Question

Here are two more policies that improve the quality and availability of medical treatment in your community.

Policy E treats adult and senior women who have breast cancer. Those helped will be 50% adults and 50% seniors (i.e. 50/50 mix).

Policy F treats adults who have colon/bladder cancer.

{Form 26 - Public: treatment, framed}

[Continue](#)

These two policies would be implemented for the 1,000,000 people living around you. Would you be most willing to pay for policy E, policy F, or neither of them?

	Policy E	Policy F
	treats adult and senior women (50/50 mix) who have breast cancer	treats adults who have colon/bladder cancer
How many will policy affect, and when	20,000 will get sick over 25 years	1,200 will get sick over 20 years
Without policy	only 5,000 recover fully	only 20 recover fully
With policy	7,500 recover fully	220 recover fully
Increased recoveries	2,500 more full recoveries	200 more full recoveries
Without policy	550 will die	100 will die
With policy	only 50 will die	only 50 will die
Deaths prevented	500 fewer deaths over 25 years	50 fewer deaths over 20 years
Cost to you	\$25 per month (= \$300 per year for 25 years)	\$20 per month (= \$240 per year for 20 years)
Your choice	<input type="radio"/> Policy E treats adult and senior women (50/50 mix) who have breast cancer	<input type="radio"/> Policy F treats adults who have colon/bladder cancer
	<input type="radio"/> Neither Policy	

{Form 27 - Public: treatment, 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
						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 treats adult and senior women (50/50 mix) who have breast cancer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Policy F treats adults who have colon/bladder cancer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

{Form 28 - Public: treatment, 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
- Environmental problem does not cause illness
- I did not believe my community faced these health threats
- I could not afford either policy
- I would rather spend the money on other things
- Other

{Form 29 - Public: treatment, framed}

Next Question

Here are two more treatment policies.

Policy G treats adults who have serious skin cancer.

Policy H treats adult and senior men who have prostate cancer. Those helped will be 80% adults and 20% seniors (i.e. 80/20 mix).

{Form 30 - Public: treatment, framed}

Continue

These two policies would be implemented for the 1,000,000 people living around you. Would you be most willing to pay for policy G, policy H, or neither of them?

	Policy G	Policy H
	treats adults who have serious skin cancer	treats adult and senior men (80/20 mix) who have prostate cancer
How many will policy affect, and when	20,000 will get sick over 15 years	1,800 will get sick over 15 years
Without policy	only 45 recover fully	only 50 recover fully
With policy	50 recover fully	550 recover fully
Increased recoveries	5 more full recoveries	500 more full recoveries
Without policy	10,000 will die	500 will die
With policy	only 9,000 will die	only 450 will die
Deaths prevented	1,000 fewer deaths over 15 years	50 fewer deaths over 15 years
Cost to you	\$100 per month (= \$1,200 per year for 15 years)	\$55 per month (= \$660 per year for 15 years)
Your choice	<input type="radio"/> Policy G treats adults who have serious skin cancer	<input type="radio"/> Policy H treats adult and senior men (80/20 mix) who have prostate cancer
	<input type="radio"/> Neither Policy	

{Form 31 - Public: treatment, 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 treats adults who have serious skin cancer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Policy H treats adult and senior men (80/20 mix) who have prostate cancer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

{Form 32 - Public: treatment, 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
- Environmental problem does not cause illness
- I did not believe my community faced these health threats
- I could not afford either policy
- I would rather spend the money on other things
- Other

{Form 33 - Public: treatment, framed}

Next Question

Next we would like you to consider two final policies that improve the quality and availability of medical treatment in your community.

Policy I treats children and adults who are victims of injury accidents. Those helped will be 30% children and 70% adults (i.e. 30/70 mix).

Policy J treats children who have respiratory disease.

{Form 34 - Public: treatment, framed}

Continue

These two policies would be implemented for the 1,000,000 people living around you. Would you be most willing to pay for policy I, policy J, or neither of them?

	Policy I	Policy J
	treats children and adults (30/70 mix) who are victims of injury accidents	treats children who have respiratory disease
How many will policy affect, and when	1,200 will get injured over 15 years	4,000 will get sick over 5 years
Without policy	only 175 recover fully	only 1,800 recover fully
With policy	200 recover fully	2,000 recover fully
Increased recoveries	25 more full recoveries	200 more full recoveries
Without policy	100 will die	2,000 will die
With policy	100 will still die	only 1,000 will die
Deaths prevented	0 fewer deaths over 15 years	1,000 fewer deaths over 5 years
Cost to you	\$12 per month (= \$144 per year for 15 years)	\$100 per month (= \$1,200 per year for 5 years)
Your choice	<input type="radio"/> Policy I treats children and adults (30/70 mix) who are victims of injury accidents	<input type="radio"/> Policy J treats children who have respiratory disease
	<input type="radio"/> Neither Policy	

{Form 35 - Public: treatment, 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
						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 treats children and adults (30/70 mix) who are victims of injury accidents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Policy J treats children who have respiratory disease	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

{Form 36 - Public: treatment, 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
- Environmental problem does not cause illness
- I did not believe my community faced these health threats
- I could not afford either policy
- I would rather spend the money on other things
- Other

{Form 37 - Public: treatment, framed}

Next Question

About how many years have you lived in your community?

_____ years

{Form 38 - Public: treatment, 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 39 - Public: treatment, framed}

Next Question

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

Select one answer only

Yes

No

{Form 40 - Public: treatment, 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: treatment, 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
Children \$	<input type="text"/>	million
Senior citizens \$	<input type="text"/>	million
Total \$	0	million

{Form 42 - Public: treatment, framed}

Next Question

Again, imagine you are a governor. Each of the follow 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
Prevent people from becoming "at risk" for an illness by improving environmental, health and safety regulations to reduce exposure to hazards	_____ million
Increase the chance of recovery for those already ill or injured by providing new and more effective treatments	_____ million
Total \$	0 _____ million

{Form 43 - Public: treatment, 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: treatment, 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: treatment, framed}

Continue

You could take your lottery winnings in two different ways.

1. \$120,000 each year for 40 years, for a total of \$4,800,000,

OR

2. a smaller lump sum payment right now.

Instead of \$4,800,000 spread over 40 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
\$4,000,000	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$2,200,000	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$1,300,000	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$720,000	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$420,000	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Definitely Not	Probably Not	Probably Yes	Definitely Yes

{Form 46 - Public: treatment, 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: treatment, framed}

Next Question

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

Any comments welcome!

{Form 48 - Public: treatment, framed}

Continue

Thank you for your time!

{Form 49 - Public: treatment, framed}

Finish