
THE TARRANCE GROUP

To: American Cancer Society Cancer Action Network, Inc.
Fr: Lake Research Partners and The Tarrance Group
Re: Findings from Ten Battleground State Polls on Cancer Issues¹
Date: September 2016

Key Findings:

- Likely voters across these ten states strongly favor increasing federal investments in medical research for cancer. Support holds even if it means an increase in their taxes or an increase in the deficit.
- Voters feel urgency around the government increasing federal funding, but they do not feel they hear candidates talking about it.
- Voters overwhelmingly think it is important for the next president and Congress to focus on ending cancer as we know it.
- Women voters are a key constituency. Women tend to make the health care decisions in families and with this issue we see them responding with greater intensity and urgency.

Summary Findings:

- **Voters strongly favor both “steadily” increasing federal investments in medical research for cancer and “significantly” increasing federal investments.** Voters show strong support for a steady increase in federal funding (82 percent favor, 68 percent strongly favor), as well as for a significant increase in federal investments (80 percent favor, 66 percent strongly favor).
 - Strong majorities of voters across nearly all demographics strongly favor “steadily” and “significantly” increasing federal investments.
- **Even when they hear about an increase in taxes or in the deficit, voters continue to favor increasing federal investments.** Nearly two-thirds of voters favor increasing federal investments in medical research for cancer even if it increases their taxes or increases the deficit (63 percent favor, 45 percent strongly favor).
 - Strong majorities of nearly every major demographic subgroup favor increasing federal investments in medical research for cancer, even if it would increase taxes or the deficit.
 - Voters who are most supportive include African Americans (60 percent strongly favor), Latinos (54 percent), women under 50 (50 percent), and voters in Illinois (53 percent).

¹ Methodology: Lake Research Partners and The Tarrance Group designed this survey, which was conducted by telephone using professional interviewers. The survey reached a total of 4,000 likely voters in the following states (400 interviews per state): Colorado, Florida, Illinois, Missouri, North Carolina, New Hampshire, Nevada, Ohio, Pennsylvania, and Wisconsin, including both cell phones and landlines. The survey was conducted from August 22-28, 2016, and has a margin of error among adults overall of +/- 1.5% (in each state +/-4.9%) at the 95% confidence interval. The margin of error is higher among subgroups.

- This support holds throughout the survey, with an increase in overall and strong support by the end of the survey, even with an increase in taxes or the deficit (69 percent favor, 51 percent strongly favor).
- At the end of the survey, majorities of every demographic and attitudinal subgroup favor increasing federal investments in medical research for cancer, even if such an increase would increase their taxes or the deficit.
- **Voters say it is urgent for the federal government to increase federal funding for cancer research.** Over three-quarters of voters say it is urgent, with half of voters saying it is extremely or very urgent (79 percent urgent, 51 percent extremely or very urgent).
 - Across most demographic subgroups, a plurality of voters say that it is extremely or very urgent for the federal government to increase federal funding for cancer research.
 - This urgency remains throughout the survey and by the end of the survey there is a slight increase in intensity to increase funding (80 percent urgent, 55 percent extremely or very urgent).
 - Urgency increases among demographic subgroups, with majorities of voters across nearly all demographic groups saying it is extremely or very urgent for the federal government to increase federal funding for cancer research.
- **Voters do not think they are hearing enough from candidates about cancer research funding.** Only a small amount of voters think they are hearing the right amount or too much about funding for cancer research from the candidates generally (11 percent) or presidential candidates specifically (11 percent). Four out of ten voters say candidates running for elected office are talking too little about funding cancer research (46 percent), with similar numbers saying the candidates for president are talking too little about funding cancer research (47 percent). A substantial number of voters say they are not sure how much they hear from candidates overall (43 percent) or from presidential candidates specifically (41 percent).
- **Voters feel it is important for the next president and Congress to focus on ending cancer as we know it.** Over three-quarters of voters say it is important for the next president and Congress to focus on ending cancer (83 percent important, 53 percent very important).² Hearing about the current administration's Cancer Moonshot maintains the importance overall for the next administration to focus on ending cancer (84 percent important, 55 percent very important).³
 - Every demographic subgroup solidly believes it is important to focus on ending cancer. Without hearing about the Moonshot, at least three-quarters of voters across demographic groups think it is important to focus on ending cancer. Similarly, when voters hear about the Moonshot, nearly four out of five voters across demographics say it is important.

² [Half Sample] The current administration says they are going to focus on ending cancer as we know it. How important is it that the next president and Congress focus on ending cancer as we know it -- very important, somewhat important, a little important, or not very important?

³ [Half Sample] The current administration says they are going to focus on ending cancer as we know it through the new Cancer Moonshot to accelerate cancer research. The Cancer Moonshot aims to make more therapies available to more patients, while also improving the ability to prevent cancer and detect it at an early stage. How important is it that the next president and Congress focus on ending cancer as we know it -- very important, somewhat important, a little important, or not very important?

- **A large number of voters say these issues are likely to affect their votes, with over four out of ten saying they are more likely to vote for a candidate for president, Senate, or Congress who pledges to increase federal cancer funding for the National Institutes for Health and the National Cancer Institute.** Voters are slightly more likely to say they would be more likely to support a candidate for Senate or Congress who pledges to increase funding (47 percent and 46 percent more likely respectively), while 43 percent say they would be more likely to support a candidate for president who would increase cancer funding. Four out of ten voters say it will not make a difference to their vote (43 percent, 44 percent, 47 percent no difference respectively).
 - Voters who are consistently most likely to say they would support these candidates include voters under 30 (49 percent to 51 percent more likely), African Americans (53 percent to 55 percent), Latinos (54 percent to 59 percent), and voters in Florida (52 percent to 54 percent).