

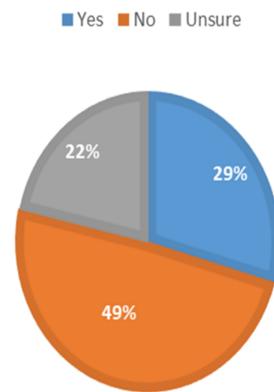
Introduction

- Although the United States seems to be progressing more than ever in both medical ventures and science, more people are being diagnosed with cancer than in history. It is estimated that almost 40% of Americans will be diagnosed with cancer at some point in their life. With an extremely high rate it could be said that almost every American has been effected by cancer either directly or by family or friend.
- U.S. medicine is not advancing as quickly as people are being diagnosed, forcing people to suffer through Radiation, Chemotherapy, and experimental drugs. Furthermore, in some eastern societies there are far fewer cases of cancer overall, but they tend to rely on eastern medicine such as herbs and different foods as treatment options.
- Additionally, even though billions of dollars are being raised to aid in cancer research in the U.S. alone, advancements that change the landscape have been slow in coming. This project explores people's attitudes towards cancer and its cure based on demographics such as age.

Hypotheses

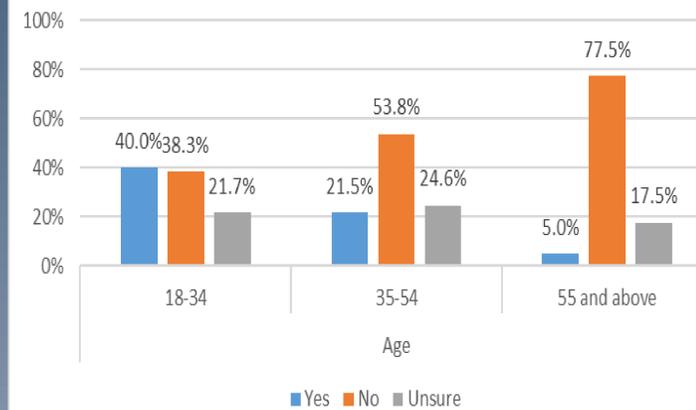
- H_0 : There is no significant difference between age and people's perceptions on cancer.
- H_a : There is a significant difference between people's age and their attitudes toward cancer.
- H_0 : There is no significant difference between age and people's perceptions on whether Big Pharma plays a role in cancer treatment options.
- H_a : There seems to be a significant difference between people's age and their opinions on the interference of Big Pharma.

TOTAL COUNT



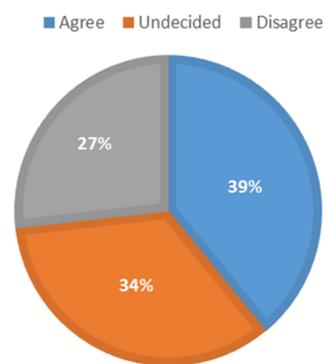
Graph 1

Does the Cure For Cancer Exist?



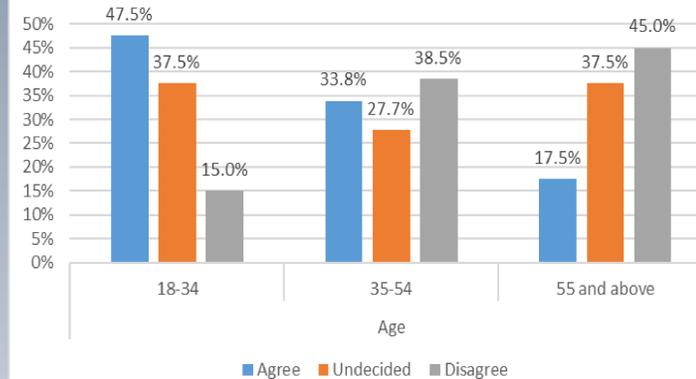
Graph 2

TOTAL COUNT



Graph 3

Do You Think Big Pharma Is Hiding the Cure?



Graph 4

Data and Methodology

- We developed a survey consisting of 13 questions to gauge people's perceptions of cancer. After developing our own survey, we uploaded it to Amazon Turk for data collection. We collected 228 completed surveys.
- We then transferred that data into SPSS for data analysis.

Results and Discussion

- Overall, 29.4% of the population believes that the cure for cancer exists and 49.1% does not think that the cure for cancer exists (Graph 1).
- Based on our data, in the 18-34 age group, 40% believe the cure for cancer exists, 38.3% believe it does not exist, and 21.7% are unsure. Within the 35-54 age group, 21.5% believe it exists, 53.8% believe it does not and 24.6% being unsure (Graph 2). Thus, there is a statistical difference in how the perception of cancer is affected by different age groups ($\chi^2(6)=31.36, p<0.01$).
- Overall, 39% of people think that the cure is being withheld by Big Pharma, while 26.8% that disagree with the cure being withheld by Big Pharma (Graph 3).
- Our data shows that within the 18-34 age group, 47.5% of individuals agree that Big Pharma is hiding the cure for cancer, 15% disagree and 37.5% are undecided. Within the 35-54 age group, 33.8% of people agree that Big Pharma is hiding the cure for cancer, 38.5% disagreeing and 27.7% undecided (Graph 4). Thus, there is a statistical difference in how age affects how people perceive Big Pharma ($\chi^2(6)=27.9, p<0.01$).

Our results show that the older generation is more conservative in their views of medical treatments.

It is significant that as age decreases you have more people with the mindset that not only is there actually a cure, but that those individuals usually also have the mindset that the cure is also being withheld.

References

- "Cancer Statistics." *National Cancer Institute*.