



Lung Cancer Canada General Population Key Findings (web-based survey of 1,600 Canadians age 18 or over)

Most Canadians Know Someone Who Has Been Touched by Lung Cancer, Yet Knowledge of Scope, Virulence of Disease Remains Low

On the One Hand:

- Most Canadians (51%) have a family member, friend, co-worker or neighbor who has, or had, lung cancer.

On the Other Hand:

- While lung cancer kills twice as many Canadians than any other cancer, only a little more than one third (34%) of all Canadians know lung cancer is the leading cause of cancer-related deaths in Canada.
- Canadians are more likely to identify breast cancer as the leading killer among women (breast cancer: 60%; lung cancer: 11%) and prostate cancer as the leading killer among men (prostate cancer: 38%; lung cancer: 29%).
- While 1 in 12 Canadians will be diagnosed with lung cancer in their lifetime, 47% of those surveyed put the odds at “1 in 50” or greater and 32% said they had no idea what the odds are.
- One in six Canadians (17%) believe they are more likely to dance on stage with Justin Bieber than they are to ever get lung cancer.
- Canadians either don’t know the five-year survival rate for lung cancer (44%) or significantly overestimate it (actual: 15%, mean guess: 40%).
- Only 34% agree that the average Canadian has a good understanding of the causes of lung cancer, its symptoms, and treatment options.

Canadians More Concerned for Family Members than For Themselves; But Many Lack a Good Understanding of Risk Factors, Prevention

- 54% of Canadians - and 66% of never smokers - say they are not concerned about getting lung cancer or have never really thought about it. Yet, 62% say they are concerned that a loved one will one day develop the disease.
- Only 1% correctly identified radon gas as the second –leading cause of lung cancer -- and only 7% of homeowners say they have ever had their home tested for radon.

- While most lung cancers are diagnosed once the lung cancer has already spread and is most difficult to treat (stage IV), most Canadians' (62%) have no idea what % of diagnoses are at stage IV.
- Just 25% of current smokers say they are very concerned about getting lung cancer. Even among current pack-a-day smokers, just 32% are very concerned.
- 89% of Canadians – including 83% of those who smoke or had smoked -- have never talked to their doctor about their risk for lung cancer.
- 44% of current smokers are unaware that their lung cancer risk remains elevated even after they quit.
- Only one-in-four (27%) Canadians are aware that there is a reliable screening test to detect lung cancer, but when informed that there is, there is widespread support at the conceptual level for a national program for mandatory screening of high risk populations (90% support, including 59% strongly support).

While Addictive Nature of Nicotine Is Acknowledged, When It Comes to Lung Cancer a “Blame the Victim” Mentality Pervades

While 80% of Canadians believe nicotine is addictive and 68% believe that smoking is a disease like alcoholism:

- 65% of Canadians say smokers are very responsible for what happens to them as a result of their smoking habit -- a higher response rate than for gamblers, drug addicts, heavy drinkers or unhealthy eaters.
- More than a third (36%) agree with the statement that “it’s hard to feel sorry for people who get lung cancer, because they usually bring it on themselves by using tobacco.”
- Canadians said they have the least amount of sympathy for smokers (35%), followed by people who drink too much (27%) and overeaters (17%) and people who do not exercise (17%).
- The majority of those surveyed (51%), including 59% of current smokers, believe doctors have the least amount of sympathy for patients who smoke, followed by patients who don’t exercise (18%), overeaters (16%) and excessive drinkers (13%).
- The majority of Canadians (58%) acknowledge they would assume someone with lung cancer smoked, and nearly half (46%) would be surprised to learn that many lung cancer patients never smoked cigarettes.

Women & Lung Cancer

- Only 11% of women know lung cancer is the top cancer killer among women (58% think breast cancer is).
- 35% of women agree that they feel more sympathetic towards those with breast cancer than they do towards women with lung cancer.
- Less than a quarter of women (22%) – compared with 31% of men – know that a reliable screening tool for lung cancer exists.
- Though lung cancer diagnoses among female never smokers is on the rise, 53% of women agree that if someone told them they had lung cancer, they would assume they smoked.
- 68% of female smokers were not aware of the health risks when they started smoking.

More Hope, Greater Awareness, Education Key in Raising Lung Cancer's Profile

- Nearly four-in-ten (37%) Canadians feel scientists are more likely to discover Bigfoot during their lifetime than to find a cure for lung cancer.
- Just 2% of Canadians correctly identified November as lung cancer awareness month.
- Only 6% can name a prominent Canadian who has had lung cancer.