

# CANADIAN CANCER SOCIETY PREVENTION WEEK SURVEY

## *There's Room for Improvement for Many Ontarians Majorities Agree With Proposed Things the Ontario Government Can Do to Help Prevent Cancer*



Ipsos Reid



Canadian Cancer Society  
Société canadienne du cancer

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## CANADIAN CANCER SOCIETY PREVENTION WEEK SURVEY

*There's Room for Improvement for Many Ontarians*

*Majorities Agree With Proposed Things the Ontario Government Can  
Do to Help Prevent Cancer*

**Toronto, ON** – The Canadian Cancer Society Prevention Week survey conducted by Ipsos Reid indicates that some Ontarians may not be doing their best when it comes to cancer prevention.

- Two in ten (19%) Ontarians smoke tobacco products a couple (or more) times a week;
- More than four in ten (44%) Ontarians *do not* regularly eat 5-10 servings of fruit and vegetables per day;
- Half (49%) of Ontarians *do not* exercise at least 30 minutes per day, 4-5 days a week; and,
- Approximately half (53%) of Ontarians *do not* discuss cancer screening tests with their doctor. This despite the fact that 91% Ontarians know that screening tests can detect cancers even at early stages.



The survey also reveals that a majority of Ontarians agree with each of five proposed things that the Ontario government can do to help prevent cancer, and essentially lower the incidence of cancer.

1. Virtually all (95%) Ontarians agree that "Proper nutrition and healthy eating should be compulsory for all children to learn at school". In fact, 78% "strongly agree" with this statement.
2. Eighty-five percent of Ontarians agree that "Educating people on how to reduce their risk of cancer should be a top priority for the Ontario government", with approximately half (47%) who "strongly agree".
3. Eight in ten (79%) Ontarians agree that "The amount of time children participate in physical education at school should be increased, even if it means taking time away from other subjects", with 51% who "strongly agree".
4. Seven in ten (69%) Ontarians agree with the statement: "The Ontario government should discourage smokers from smoking through regulation such as raising tobacco taxes", with 49% who "strongly agree".
5. Six in ten (62%) Ontarians agree that "The Ontario government should increase spending on the prevention of cancer even if it means redirecting money from other areas of healthcare" (22% "strongly agree", 40% "somewhat agree").



*These are some of the findings of an Ipsos Reid/Canadian Cancer Society poll conducted from March 14-16 and 21-23, 2006. For the survey, a representative randomly selected sample of 1000 adult residents of Ontario was interviewed by telephone. With a sample of this size, the results are considered accurate to within  $\pm 3.1$  percentage points, 19 times out of 20, of what they would have been had the entire adult Ontario population been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to Census data.*

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