

# CANADIANS TALK ABOUT LUNG CANCER

*Half (47%) Don't Feel There Is Enough Being Done To Find New Treatments For Lung Cancer And Think Lung Cancer (49%) Should Be A Top Priority For Cancer Research*



Ipsos Reid

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## CANADIANS TALK ABOUT LUNG CANCER

### *Half (47%) Don't Feel There Is Enough Being Done To Find New Treatments For Lung Cancer And Think Lung Cancer (49%) Should Be A Top Priority For Cancer Research*

**Toronto, ON-** According to a new Ipsos Reid survey conducted on behalf of Lung Cancer Canada, only 15% of women name lung cancer as the number one cancer killer of women, compared to the two-thirds (66%) who incorrectly say breast cancer. Furthermore, when asked which cancer they are most concerned about affecting their lives and the lives of their families, just one in five women (22%) cite lung cancer.

The majority of all respondents (68%) believe that “breast” cancer kills the most Canadian women each year. Smaller proportions point to cancers of the “lung” (15%), “ovarian” (8%), “colorectal or colon/rectum” cancer (3%), and “lymphoma or cancer of lymph nodes” (3%).

When asked what type of cancer they think kills the most Canadian men each year, the largest proportion of Canadians answer “prostate” cancer (43%), followed by “lung” (30%), “colorectal or cancer of the colon and/or rectum” (18%), “pancreas” (3%), and “lymphoma or cancer of lymph nodes” (2%).

But half of Canadians point to “lung cancer” (49%) as the top-two diseases they feel should be priorities for cancer research. And, half of Canadians (47%) disagree with the statement that “there is enough being done to find new treatments for lung cancer” (22% strongly disagree).

Flowing from this, when asked which of form of cancer they would say they are most concerned about in terms of affecting their lives and the lives of their family, the largest proportions point to “lung cancer” (26%) and “breast cancer” (24%).



Canadians were asked what, to their knowledge, are the symptoms of lung cancer. Three-quarters (74%) correctly identified:

- “Coughing/persistent cough” (40%);
- “Difficulty breathing” (24%);
- “Shortness of breath” (21%);
- “Coughing blood (haemoptysis)” (12%)
- “Chest pains” (9%);
- “Constant tiredness” (4%);
- “Weight loss” (3%);
- “phlegm/sputum (general)” (2%); and
- “Pneumonia” (2%).

On average, Canadians believe that 65% of people with lung cancer are active smokers when they are diagnosed.

*These are the findings of an Ipsos Reid poll conducted on the evening of October 17<sup>th</sup> to 19<sup>th</sup>, for Lung Cancer Canada. For the survey, a representative randomly selected sample of 1001 adult Canadians were interviewed via an on-line survey. 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 Canadian population been polled. The margin of error will be larger within regions and for other subgroupings 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.*

## ***Plurality (43%) Think Prostate Cancer Kills The Most Canadian Men Each Year...***

When asked what type of cancer they think kills the most Canadian MEN each year, the largest proportion answer “prostate” cancer (43%), followed by “lung” (30%), “colorectal or cancer of the colon and/or rectum” (18%), “pancreas” (3%), and “lymphoma or cancer of lymph nodes” (2%). Five percent “don’t know”.

- Residents of Quebec (52%), by far, are the most likely to point to “lung” cancer, while those in Alberta (23%) and Saskatchewan/Manitoba (24%) are the least likely to point to lung cancer.
- Women are more likely than men to say “prostate” cancer (46% vs. 40%).
- Men are more likely than women to say “lung” cancer (33% vs. 27%).

## ***...And Most (68%) Believe Breast Cancer Kills The Most Canadian Women Each Year...***

The majority of respondents (68%) believe that “breast” cancer kills the most Canadian WOMEN each year. Smaller proportions point to cancers of the “lung” (15%), “ovarian” (8%), “colorectal or colon/rectum” cancer (3%), and “lymphoma or cancer of lymph nodes” (3%). Four percent “don’t know”.

- Residents of British Columbia (17%) and Ontario and Quebec (both at 16%) are the most likely to point to “lung cancer”, while those in Alberta (8%) are the least likely to.

## ***Breast Cancer (66%) And Lung Cancer (49%) Should Be The Top Priorities For Cancer Research According To Canadians...***

When asked to choose from a list of different types of cancer which ones they believe should be the priorities for cancer research, the strong majority choose “breast cancer” (66%). Smaller

proportions say “lung cancer” (49%), “prostate cancer” (28%), “colorectal cancer” (23%), and “lymphoma cancer” (14%). One in ten (9%) “don’t know”.

- Residents of Quebec (74%) and Atlantic Canada (73%) are the most likely to point to “breast cancer”, while those in British Columbia (55%) and Saskatchewan/Manitoba (56%) are the least likely.
- “Lung cancer” is ranked as a top priority by 63% of Quebecers, 52% in Atlantic Canada, 49% in Saskatchewan/Manitoba (49%) and 47% in Alberta.
- Younger adults age 18-34 are the most likely to say rank “lung cancer” as a priority for research (61% vs. 43% among those age 35 and older).
- Men are more likely than women to say prostate cancer should be a priority (35% vs. 22%).

### ***Lung Cancer (26%) And Breast Cancer (24%) Tie As Cancers That Canadians Are Most Concerned About...***

Asked which of form of cancer they would say they are most concerned about in terms of affecting their lives and the lives of their family, the largest proportions point to “lung cancer” (26%) and “breast cancer” (24%). Among the other types of cancer asked about, 12% say they are most concerned about “colorectal cancer” (12%), 11% say “prostate cancer”, and 4% say “lymphoma cancer”. Twelve percent say they are most concerned about “another type of cancer” and 7% “don’t know”.

- Younger adults age 18-34 are the most concerned about “lung cancer” (37% vs. 22% among those age 35 and over).
- Atlantic Canadians are more concerned about lung cancer than any other type (33%).
- Men are more concerned than women about lung cancer (31% vs. 22%).

## ***Half (47%) Don't Feel There Is Enough Being Done To Find New Treatments For Lung Cancer...***

Half of Canadians (47%) disagree with the statement that “there is enough being done to find new treatments for lung cancer” (22% strongly disagree) -the other half of Canadians (47%) agrees with this statement (11% strongly agree). The remaining 5% “don’t know”.

- Disagreement is highest among residents of Alberta and Quebec (both at 52%), and is lowest among residents of Saskatchewan/Manitoba (43%).
- Women are more likely than men to disagree with this statement (51% vs. 44%).

## ***Symptoms Of Cancer?***

Canadians were asked what, to their knowledge, are the symptoms of lung cancer. The top ranked results were:

- “Coughing/persistent cough” (40%);
- “Difficulty breathing” (24%);
- “Shortness of breath” (21%);
- “Coughing blood (haemoptysis)” (12%)
- “Chest pains” (9%); and
- “Smoking” (5%).

\*All responses mentioned by less than 5% of respondents are not included in this list.

## ***Canadians, On Average, Believe 65% Of People With Lung Cancer Are Active Smokers When They Are Diagnosed...***

On average, Canadians believe that 65% of people with lung cancer are active smokers when they are diagnosed.



- Those who live in urban areas, on average, estimate that 66% of lung cancer victims are active smokers vs. an average estimate of 62% among those who live in rural areas.

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