

1_1. [Heart disease (including stroke)] How much do you fear the following diseases?

		ONTARIO					HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA	Central	East	Southwest	North	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1017	389	99	99	237	34	210	147	259	202	223	743
Weighted	1017	393	163*	111*	128	60*	208	145	260	206	224	737
Heart disease (including stroke)												
Fear a lot	242	95	45	28	26	9	58	30	50	54	51	177
	24%	24.0%	28.0%	26.0%	20.0%	15%	28.0%	21.0%	19.0%	26%	23.0%	24%
Fear somewhat							H					
	353	142	52	33	47	22	61	63	84	67	75	259
	35%	36.0%	32.0%	30.0%	36.0%	37%	29.0%	44.0%	32.0%	33%	34.0%	35%
Fear a little							FH					
	292	106	46	35	40	16	68	35	84	63	64	209
	29%	27.0%	28.0%	31.0%	31.0%	27%	33.0%	24.0%	32.0%	31%	29.0%	28%
Don't fear at all												
	130	49	20	15	16	13	22	17	42	21	33	92
	13%	12.0%	12.0%	13.0%	12.0%	22%	11.0%	12.0%	16.0%	10%	15.0%	13%
Summary												
Top2Box (Fear a lot/ somewhat)	595	237	97	62	73	31	118	93	134	121	126	436
	59%	60.0%	59.0%	56.0%	57.0%	51%	57.0%	64.0%	51.0%	59%	56.0%	59%
							H					
Low2Box (Fear a little/ Don't fear at all)												
	422	155	66	49	56	29	90	52	126	85	97	301
	41%	40.0%	41.0%	44.0%	43.0%	49%	43.0%	36.0%	49.0%	41%	44.0%	41%
									G			

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K Overlap formulae used. * small base

1_2. [Diabetes] How much do you fear the following diseases?

		ONTARIO					HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA	Central	East	Southwest	North	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1017	389	99	99	237	34	210	147	259	202	223	743
Weighted	1017	393	163*	111*	128	60*	208	145	260	206	224	737
Diabetes												
Fear a lot	139	52	27	16	17	3	33	23	28	21	35	95
	14%	13.0%	16.0%	14.0%	13.0%	6%	16.0%	16.0%	11.0%	10%	16.0%	13%
Fear somewhat	280	123	42	24	33	22	48	50	67	59	60	210
	28%	31.0%	26.0%	22.0%	26.0%	36%	23.0%	34.0%	26.0%	29%	27.0%	28%
Fear a little								F				
	352	130	50	38	47	17	81	45	100	72	62	264
	35%	33.0%	31.0%	35.0%	36.0%	29%	39.0%	31.0%	39.0%	35%	28.0%	36%
Don't fear at all											J	
	246	88	44	32	31	17	47	27	64	54	67	169
	24%	22.0%	27.0%	29.0%	25.0%	29%	22.0%	19.0%	25.0%	26%	30.0%	23%
Summary												
Top2Box (Fear a lot/ somewhat)	419	175	68	40	50	25	80	73	95	80	95	305
	41%	45.0%	42.0%	37.0%	39.0%	42%	39.0%	50.0%	37.0%	39%	42.0%	41%
Low2Box (Fear a little/ Don't fear at all)								FH				
	598	218	94	70	78	35	128	72	164	126	129	432
	59%	55.0%	58.0%	63.0%	61.0%	58%	61.0%	50.0%	63.0%	61%	58.0%	59%
							G		G			

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K Overlap formulae used. * small base

1_3. [Cancer] How much do you fear the following diseases?

		ONTARIO					HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA	Central	East	Southwest	North	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1017	389	99	99	237	34	210	147	259	202	223	743
Weighted	1017	393	163*	111*	128	60*	208	145	260	206	224	737
Cancer												
Fear a lot	384	154	62	44	43	22	79	44	102	77	83	272
	38%	39.0%	38.0%	39.0%	34.0%	36%	38.0%	30.0%	39.0%	37%	37.0%	37%
Fear somewhat	326	126	53	26	47	17	61	62	69	72	68	243
	32%	32.0%	33.0%	23.0%	36.0%	29%	29.0%	43.0%	26.0%	35%	30.0%	33%
Fear a little	222	85	29	32	29	14	50	27	61	47	50	163
	22%	22.0%	18.0%	29.0%	23.0%	24%	24.0%	19.0%	23.0%	23%	22.0%	22%
Don't fear at all	86	28	18	9	10	7	18	11	29	10	23	59
	8%	7.0%	11.0%	8.0%	7.0%	11%	9.0%	8.0%	11.0%	5%	10.0%	8%
Summary												
Top2Box (Fear a lot/ somewhat)	709	280	115	69	90	39	140	106	170	149	151	515
	70%	71.0%	71.0%	63.0%	70.0%	65%	67.0%	73.0%	66.0%	72%	67.0%	70%
Low2Box (Fear a little/ Don't fear at all)	308	113	48	41	38	21	68	39	89	57	73	222
	30%	29.0%	29.0%	37.0%	30.0%	35%	33.0%	27.0%	34.0%	28%	33.0%	30%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K Overlap formulae used. * small base

1_4. [Alzheimer's (or other severe mental illnesses)] How much do you fear the following diseases?

		ONTARIO					HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA	Central	East	Southwest	North	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1017	389	99	99	237	34	210	147	259	202	223	743
Weighted	1017	393	163*	111*	128	60*	208	145	260	206	224	737
Alzheimer's (or other severe mental illnesses)												
Fear a lot	268	125	32	26	29	17	60	38	58	60	50	202
	26%	32.0%	20.0%	23.0%	22.0%	29%	29.0%	26.0%	22.0%	29%	22.0%	27%
		BD										
Fear somewhat	309	107	66	29	32	19	58	46	74	62	66	225
	30%	27.0%	41.0%	26.0%	25.0%	31%	28.0%	32.0%	29.0%	30%	30.0%	31%
			ACD									
Fear a little	284	103	40	38	45	11	62	41	75	59	67	202
	28%	26.0%	24.0%	34.0%	35.0%	18%	30.0%	28.0%	29.0%	29%	30.0%	27%
					ABE							
Don't fear at all	156	57	25	18	23	13	28	20	52	25	41	108
	15%	15.0%	15.0%	16.0%	18.0%	22%	13.0%	14.0%	20.0%	12%	18.0%	15%
									I			
Summary												
Top2Box (Fear a lot/ somewhat)	577	232	98	55	60	36	118	83	132	122	116	427
	57%	59.0%	60.0%	50.0%	47.0%	60%	57.0%	58.0%	51.0%	59%	52.0%	58%
		D	D									
Low2Box (Fear a little/ Don't fear at all)	440	160	64	56	68	24	90	61	127	84	108	310
	43%	41.0%	40.0%	50.0%	53.0%	40%	43.0%	42.0%	49.0%	41%	48.0%	42%
					AB							

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K Overlap formulae used. * small base

1_5. [HIV/AIDS] How much do you fear the following diseases?

		ONTARIO					HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA	Central	East	Southwest	North	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1017	389	99	99	237	34	210	147	259	202	223	743
Weighted	1017	393	163*	111*	128	60*	208	145	260	206	224	737
HIV/AIDS												
Fear a lot	144	64	24	13	12	2	45	27	25	17	31	98
	14%	16.0%	15.0%	12.0%	9.0%	4%	21.0%	19.0%	9.0%	8%	14.0%	13%
		D					HI	HI				
Fear somewhat	126	58	18	7	11	13	21	17	30	34	27	94
	12%	15.0%	11.0%	6.0%	9.0%	22%	10.0%	12.0%	12.0%	16%	12.0%	13%
		CD				CD						
Fear a little	240	92	31	27	35	9	46	36	68	42	45	178
	24%	23.0%	19.0%	24.0%	28.0%	15%	22.0%	25.0%	26.0%	20%	20.0%	24%
Don't fear at all	506	179	90	64	70	36	96	65	137	113	120	367
	50%	46.0%	55.0%	58.0%	54.0%	60%	46.0%	45.0%	53.0%	55%	54.0%	50%
				A	A							
Summary												
Top2Box (Fear a lot/ somewhat)	271	122	42	20	23	15	66	44	55	51	58	192
	27%	31.0%	26.0%	18.0%	18.0%	25%	32.0%	30.0%	21.0%	25%	26.0%	26%
		CD					H					
Low2Box (Fear a little/ Don't fear at all)	746	271	121	91	105	45	142	101	205	155	166	546
	73%	69.0%	74.0%	82.0%	82.0%	75%	68.0%	70.0%	79.0%	75%	74.0%	74%
				A	A				F			

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K Overlap formulae used. * small base

1_6. [Multiple Sclerosis] How much do you fear the following diseases?

		ONTARIO					HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA	Central	East	Southwest	North	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1017	389	99	99	237	34	210	147	259	202	223	743
Weighted	1017	393	163*	111*	128	60*	208	145	260	206	224	737
Multiple Sclerosis												
Fear a lot	127	47	21	19	12	3	29	23	32	17	24	91
	12%	12.0%	13.0%	17.0%	9.0%	5%	14.0%	16.0%	12.0%	8%	11.0%	12%
				D				I				
Fear somewhat	214	99	31	17	21	13	34	28	52	48	44	157
	21%	25.0%	19.0%	15.0%	16.0%	22%	17.0%	19.0%	20.0%	24%	20.0%	21%
		CD										
Fear a little	282	94	55	30	43	18	67	37	70	58	55	217
	28%	24.0%	34.0%	27.0%	33.0%	30%	32.0%	26.0%	27.0%	28%	24.0%	29%
			A		A							
Don't fear at all	394	153	55	45	53	26	77	56	106	82	102	272
	39%	39.0%	34.0%	40.0%	41.0%	43%	37.0%	39.0%	41.0%	40%	45.0%	37%
											K	
Summary												
Top2Box (Fear a lot/ somewhat)	341	146	52	36	32	16	63	51	84	66	68	248
	34%	37.0%	32.0%	33.0%	25.0%	27%	30.0%	36.0%	32.0%	32%	30.0%	34%
		D										
Low2Box (Fear a little/ Don't fear at all)	676	246	110	75	96	44	145	93	175	140	156	489
	66%	63.0%	68.0%	67.0%	75.0%	73%	70.0%	64.0%	68.0%	68%	70.0%	66%
				A								

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K Overlap formulae used. * small base

1. [SUMMARY - TOP2BOX (FEAR A LOT/ SOMEWHAT)] How much do you fear the following diseases?

		ONTARIO					HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA	Central	East	Southwest	North	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1017	389	99	99	237	34	210	147	259	202	223	743
Weighted	1017	393	163*	111*	128	60*	208	145	260	206	224	737
Cancer	709	280	115	69	90	39	140	106	170	149	151	515
	70%	71.0%	71.0%	63.0%	70.0%	65%	67.0%	73.0%	66.0%	72%	67.0%	70%
Heart disease (including stroke)	595	237	97	62	73	31	118	93	134	121	126	436
	59%	60.0%	59.0%	56.0%	57.0%	51%	57.0%	64.0%	51.0%	59%	56.0%	59%
Alzheimer's (or other severe mental illnesses)	577	232	98	55	60	36	118	83	132	122	116	427
	57%	59.0%	60.0%	50.0%	47.0%	60%	57.0%	58.0%	51.0%	59%	52.0%	58%
Diabetes	419	175	68	40	50	25	80	73	95	80	95	305
	41%	45.0%	42.0%	37.0%	39.0%	42%	39.0%	50.0%	37.0%	39%	42.0%	41%
Multiple Sclerosis	341	146	52	36	32	16	63	51	84	66	68	248
	34%	37.0%	32.0%	33.0%	25.0%	27%	30.0%	36.0%	32.0%	32%	30.0%	34%
HIV/AIDS	271	122	42	20	23	15	66	44	55	51	58	192
	27%	31.0%	26.0%	18.0%	18.0%	25%	32.0%	30.0%	21.0%	25%	26.0%	26%
		CD					H					

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K Overlap formulae used. * small base

1. [SUMMARY - LOW2BOX (FEAR A LITTLE/ DON'T FEAR AT ALL)] How much do you fear the following diseases?

		ONTARIO					HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA	Central	East	Southwest	North	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1017	389	99	99	237	34	210	147	259	202	223	743
Weighted	1017	393	163*	111*	128	60*	208	145	260	206	224	737
HIV/AIDS	746	271	121	91	105	45	142	101	205	155	166	546
	73%	69.0%	74.0%	82.0%	82.0%	75%	68.0%	70.0%	79.0%	75%	74.0%	74%
				A	A				F			
Multiple Sclerosis	676	246	110	75	96	44	145	93	175	140	156	489
	66%	63.0%	68.0%	67.0%	75.0%	73%	70.0%	64.0%	68.0%	68%	70.0%	66%
					A							
Diabetes	598	218	94	70	78	35	128	72	164	126	129	432
	59%	55.0%	58.0%	63.0%	61.0%	58%	61.0%	50.0%	63.0%	61%	58.0%	59%
							G		G			
Alzheimer's (or other severe mental illnesses)	440	160	64	56	68	24	90	61	127	84	108	310
	43%	41.0%	40.0%	50.0%	53.0%	40%	43.0%	42.0%	49.0%	41%	48.0%	42%
					AB							
Heart disease (including stroke)	422	155	66	49	56	29	90	52	126	85	97	301
	41%	40.0%	41.0%	44.0%	43.0%	49%	43.0%	36.0%	49.0%	41%	44.0%	41%
									G			
Cancer	308	113	48	41	38	21	68	39	89	57	73	222
	30%	29.0%	29.0%	37.0%	30.0%	35%	33.0%	27.0%	34.0%	28%	33.0%	30%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K Overlap formulae used. * small base

2_1. [You are afraid of what the doctor might find] To what extent are the following barriers for getting screened or tested for cancer?

		ONTARIO					HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA	Central	East	Southwest	North	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1017	389	99	99	237	34	210	147	259	202	223	743
Weighted	1017	393	163*	111*	128	60*	208	145	260	206	224	737
You are afraid of what the doctor might find												
Very much a barrier	81	37	14	10	10	3	23	9	12	12	32	47
	8%	9.0%	9.0%	9.0%	8.0%	5%	11.0%	7.0%	5.0%	6%	14.0%	6%
							H				K	
Somewhat of a barrier	189	75	30	19	29	5	29	29	63	33	37	132
	19%	19.0%	19.0%	17.0%	22.0%	8%	14.0%	20.0%	24.0%	16%	17.0%	18%
									FI			
Not really a barrier	292	121	40	28	29	16	58	46	63	67	53	218
	29%	31.0%	25.0%	25.0%	22.0%	26%	28.0%	32.0%	24.0%	33%	24.0%	30%
		D										
Not at all a barrier	455	160	78	53	60	36	99	61	122	93	101	340
	45%	41.0%	48.0%	48.0%	47.0%	60%	47.0%	42.0%	47.0%	45%	45.0%	46%
						A						
Summary												
Top2Box (Very much/ Somewhat a barrier)	270	112	45	30	39	8	52	38	75	46	69	179
	27%	28.0%	27.0%	27.0%	31.0%	14%	25.0%	26.0%	29.0%	22%	31.0%	24%
					E							
Low2Box (Not really/ Not at all a barrier)	747	281	118	81	89	52	156	107	185	160	154	558
	73%	72.0%	73.0%	73.0%	69.0%	86%	75.0%	74.0%	71.0%	78%	69.0%	76%
						D						

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K Overlap formulae used. * small base

2_2. [You don't want to waste your doctor's time] To what extent are the following barriers for getting screened or tested for cancer?

		ONTARIO					HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA	Central	East	Southwest	North	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1017	389	99	99	237	34	210	147	259	202	223	743
Weighted	1017	393	163*	111*	128	60*	208	145	260	206	224	737
You don't want to waste your doctor's time												
Very much a barrier	43	23	3	6	7	0	11	6	9	9	14	27
	4%	6.0%	2.0%	5.0%	6.0%	-	5.0%	4.0%	3.0%	4%	6.0%	4%
Somewhat of a barrier	134	54	19	20	17	6	25	25	37	22	34	93
	13%	14.0%	12.0%	18.0%	14.0%	11%	12.0%	17.0%	14.0%	11%	15.0%	13%
Not really a barrier	265	111	42	27	26	10	50	32	67	55	52	199
	26%	28.0%	26.0%	24.0%	20.0%	17%	24.0%	22.0%	26.0%	27%	23.0%	27%
		D										
Not at all a barrier	575	205	99	58	77	43	121	82	147	120	124	418
	57%	52.0%	61.0%	52.0%	60.0%	72%	58.0%	57.0%	57.0%	58%	55.0%	57%
					A	A						
Summary												
Top2Box (Very much/ Somewhat a barrier)	177	77	22	26	25	6	36	31	46	31	48	121
	17%	20.0%	13.0%	23.0%	19.0%	11%	17.0%	21.0%	18.0%	15%	21.0%	16%
Low2Box (Not really/ Not at all a barrier)	840	315	141	85	104	54	172	114	214	175	176	617
	83%	80.0%	87.0%	77.0%	81.0%	89%	83.0%	79.0%	82.0%	85%	79.0%	84%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K Overlap formulae used. * small base

2_3. [You are just too busy] To what extent are the following barriers for getting screened or tested for cancer?

		ONTARIO					HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA	Central	East	Southwest	North	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1017	389	99	99	237	34	210	147	259	202	223	743
Weighted	1017	393	163*	111*	128	60*	208	145	260	206	224	737
You are just too busy												
Very much a barrier	56	28	6	2	6	1	13	11	12	9	19	31
	6%	7.0%	4.0%	2.0%	4.0%	2%	6.0%	7.0%	5.0%	4%	8.0%	4%
Somewhat of a barrier											K	
	206	101	23	22	27	5	34	29	59	40	55	139
	20%	26.0%	14.0%	20.0%	21.0%	9%	16.0%	20.0%	23.0%	20%	24.0%	19%
Not really a barrier		BE										
	299	111	57	42	29	5	61	43	76	66	62	214
	29%	28.0%	35.0%	38.0%	23.0%	9%	29.0%	30.0%	29.0%	32%	28.0%	29%
Not at all a barrier		E	DE	DE								
	456	152	77	44	66	48	100	61	112	90	88	353
	45%	39.0%	47.0%	40.0%	52.0%	80%	48.0%	42.0%	43.0%	44%	39.0%	48%
					A	ABCD						J
Summary												
Top2Box (Very much/ Somewhat a barrier)	262	130	29	24	33	7	47	40	71	49	73	170
	26%	33.0%	18.0%	22.0%	26.0%	11%	23.0%	28.0%	27.0%	24%	33.0%	23%
		BCE									K	
Low2Box (Not really/ Not at all a barrier)	755	263	133	86	95	53	161	105	189	156	151	567
	74%	67.0%	82.0%	78.0%	74.0%	89%	77.0%	72.0%	73.0%	76%	67.0%	77%
			A	A		A						J

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K Overlap formulae used. * small base

2_4. [You are too embarrassed] To what extent are the following barriers for getting screened or tested for cancer?

		ONTARIO					HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA	Central	East	Southwest	North	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1017	389	99	99	237	34	210	147	259	202	223	743
Weighted	1017	393	163*	111*	128	60*	208	145	260	206	224	737
You are too embarrassed												
Very much a barrier	39	17	5	5	7	0	8	10	6	3	12	22
	4%	4.0%	3.0%	5.0%	5.0%	-	4.0%	7.0%	2.0%	1%	5.0%	3%
Somewhat of a barrier								HI				
	136	64	19	13	19	6	23	27	40	29	36	97
	13%	16.0%	12.0%	12.0%	14.0%	10%	11.0%	18.0%	15.0%	14%	16.0%	13%
Not really a barrier												
	293	114	44	34	28	9	60	34	72	65	57	208
	29%	29.0%	27.0%	31.0%	22.0%	16%	29.0%	23.0%	28.0%	32%	26.0%	28%
Not at all a barrier												
	550	198	95	58	74	45	117	75	143	109	118	410
	54%	50.0%	58.0%	52.0%	58.0%	74%	56.0%	52.0%	55.0%	53%	53.0%	56%
Summary						AC						
Top2Box (Very much/ Somewhat a barrier)	175	81	24	19	25	6	31	36	45	32	49	119
	17%	21.0%	15.0%	17.0%	20.0%	10%	15.0%	25.0%	17.0%	15%	22.0%	16%
								FI				
Low2Box (Not really/ Not at all a barrier)												
	842	311	139	92	103	54	177	109	214	174	175	618
	83%	79.0%	85.0%	83.0%	80.0%	90%	85.0%	75.0%	83.0%	85%	78.0%	84%
							G			G		

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K Overlap formulae used. * small base

2_5. [Your symptoms don't really seem a big deal] To what extent are the following barriers for getting screened or tested for cancer?

		ONTARIO					HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA	Central	East	Southwest	North	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1017	389	99	99	237	34	210	147	259	202	223	743
Weighted	1017	393	163*	111*	128	60*	208	145	260	206	224	737
Your symptoms don't really seem a big deal												
Very much a barrier	54	32	5	2	8	1	12	9	10	9	16	34
	5%	8.0%	3.0%	2.0%	6.0%	2%	6.0%	6.0%	4.0%	4%	7.0%	5%
		C										
Somewhat of a barrier	219	88	30	29	29	9	36	42	61	45	50	158
	22%	23.0%	19.0%	26.0%	23.0%	15%	17.0%	29.0%	23.0%	22%	22.0%	21%
								F				
Not really a barrier	325	124	57	31	33	15	71	42	81	62	63	238
	32%	32.0%	35.0%	28.0%	26.0%	25%	34.0%	29.0%	31.0%	30%	28.0%	32%
Not at all a barrier	419	148	71	48	58	34	89	52	108	90	95	306
	41%	38.0%	43.0%	43.0%	45.0%	57%	43.0%	36.0%	42.0%	44%	42.0%	42%
						A						
Summary												
Top2Box (Very much/ Somewhat a barrier)	273	121	35	31	37	11	47	51	70	54	66	192
	27%	31.0%	22.0%	28.0%	29.0%	18%	23.0%	35.0%	27.0%	26%	29.0%	26%
								F				
Low2Box (Not really/ Not at all a barrier)	744	272	127	79	91	49	161	93	189	152	158	545
	73%	69.0%	78.0%	72.0%	71.0%	82%	77.0%	65.0%	73.0%	74%	71.0%	74%
							G					

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K Overlap formulae used. * small base

2_6. [You don't like going to the doctor] To what extent are the following barriers for getting screened or tested for cancer?

		ONTARIO					HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA	Central	East	Southwest	North	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1017	389	99	99	237	34	210	147	259	202	223	743
Weighted	1017	393	163*	111*	128	60*	208	145	260	206	224	737
You don't like going to the doctor												
Very much a barrier	97	47	14	9	12	3	21	17	21	12	32	60
	10%	12.0%	8.0%	8.0%	10.0%	6%	10.0%	12.0%	8.0%	6%	15.0%	8%
Somewhat of a barrier											K	
	186	78	23	22	21	8	40	28	51	36	45	127
	18%	20.0%	14.0%	20.0%	16.0%	13%	19.0%	19.0%	20.0%	18%	20.0%	17%
Not really a barrier												
	246	96	40	33	31	8	43	38	71	49	48	184
	24%	24.0%	25.0%	30.0%	24.0%	13%	21.0%	26.0%	27.0%	24%	21.0%	25%
Not at all a barrier												
	488	171	86	46	64	41	104	61	117	108	99	366
	48%	44.0%	53.0%	42.0%	50.0%	68%	50.0%	42.0%	45.0%	53%	44.0%	50%
						ACD						
Summary												
Top2Box (Very much/ Somewhat a barrier)	283	125	36	32	33	11	61	46	72	48	77	187
	28%	32.0%	22.0%	29.0%	26.0%	18%	29.0%	32.0%	28.0%	24%	35.0%	25%
											K	
Low2Box (Not really/ Not at all a barrier)												
	734	267	126	79	95	49	147	99	188	157	147	550
	72%	68.0%	78.0%	71.0%	74.0%	82%	71.0%	68.0%	72.0%	76%	65.0%	75%
												J

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K Overlap formulae used. * small base

2. [SUMMARY - TOP2BOX (VERY MUCH/ SOMEWHAT A BARRIER)] To what extent are the following barriers for getting screened or tested for cancer?

		ONTARIO					HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA	Central	East	Southwest	North	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1017	389	99	99	237	34	210	147	259	202	223	743
Weighted	1017	393	163*	111*	128	60*	208	145	260	206	224	737
You don't like going to the doctor	283	125	36	32	33	11	61	46	72	48	77	187
	28%	32.0%	22.0%	29.0%	26.0%	18%	29.0%	32.0%	28.0%	24%	35.0%	25%
											K	
Your symptoms don't really seem a big deal	273	121	35	31	37	11	47	51	70	54	66	192
	27%	31.0%	22.0%	28.0%	29.0%	18%	23.0%	35.0%	27.0%	26%	29.0%	26%
								F				
You are afraid of what the doctor might find	270	112	45	30	39	8	52	38	75	46	69	179
	27%	28.0%	27.0%	27.0%	31.0%	14%	25.0%	26.0%	29.0%	22%	31.0%	24%
					E							
You are just too busy	262	130	29	24	33	7	47	40	71	49	73	170
	26%	33.0%	18.0%	22.0%	26.0%	11%	23.0%	28.0%	27.0%	24%	33.0%	23%
		BCE									K	
You don't want to waste your doctor's time	177	77	22	26	25	6	36	31	46	31	48	121
	17%	20.0%	13.0%	23.0%	19.0%	11%	17.0%	21.0%	18.0%	15%	21.0%	16%
You are too embarrassed	175	81	24	19	25	6	31	36	45	32	49	119
	17%	21.0%	15.0%	17.0%	20.0%	10%	15.0%	25.0%	17.0%	15%	22.0%	16%
								FI				

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K Overlap formulae used. * small base

2. [SUMMARY - LOW2BOX (NOT REALLY/ NOT AT ALL A BARRIER)] To what extent are the following barriers for getting screened or tested for cancer?

		ONTARIO					HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA	Central	East	Southwest	North	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
Base: All Respondents	1017	389	99	99	237	34	210	147	259	202	223	743
Weighted	1017	393	163*	111*	128	60*	208	145	260	206	224	737
You are too embarrassed	842	311	139	92	103	54	177	109	214	174	175	618
	83%	79.0%	85.0%	83.0%	80.0%	90%	85.0%	75.0%	83.0%	85%	78.0%	84%
You don't want to waste your doctor's time							G			G		
	840	315	141	85	104	54	172	114	214	175	176	617
	83%	80.0%	87.0%	77.0%	81.0%	89%	83.0%	79.0%	82.0%	85%	79.0%	84%
You are just too busy												
	755	263	133	86	95	53	161	105	189	156	151	567
	74%	67.0%	82.0%	78.0%	74.0%	89%	77.0%	72.0%	73.0%	76%	67.0%	77%
You are afraid of what the doctor might find			A	A		A						J
	747	281	118	81	89	52	156	107	185	160	154	558
	73%	72.0%	73.0%	73.0%	69.0%	86%	75.0%	74.0%	71.0%	78%	69.0%	76%
Your symptoms don't really seem a big deal						D						
	744	272	127	79	91	49	161	93	189	152	158	545
	73%	69.0%	78.0%	72.0%	71.0%	82%	77.0%	65.0%	73.0%	74%	71.0%	74%
You don't like going to the doctor							G					
	734	267	126	79	95	49	147	99	188	157	147	550
	72%	68.0%	78.0%	71.0%	74.0%	82%	71.0%	68.0%	72.0%	76%	65.0%	75%
												J

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K Overlap formulae used. * small base

3. Hypothetically speaking, if you were diagnosed with cancer but there was little to nothing that could be done to treat it would you:

		ONTARIO					HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA	Central	East	Southwest	North	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1017	389	99	99	237	34	210	147	259	202	223	743
Weighted	1017	393	163*	111*	128	60*	208	145	260	206	224	737
Want to know that you had cancer	883	331	142	101	113	50	172	133	233	182	184	649
	87%	84.0%	87.0%	91.0%	88.0%	84%	82.0%	92.0%	90.0%	88%	82.0%	88%
Not want to be told that you had cancer								F	F			J
	134	61	21	9	15	10	36	12	26	24	39	88
	13%	16.0%	13.0%	9.0%	12.0%	16%	18.0%	8.0%	10.0%	12%	18.0%	12%
							GH				K	

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K Overlap formulae used. * small base

4_1. [Missing out on important life events (e.g., graduation, wedding, children, retirement, etc.)] If you were diagnosed with cancer, how much would you fear the following?

		ONTARIO					HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA	Central	East	Southwest	North	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1017	389	99	99	237	34	210	147	259	202	223	743
Weighted	1017	393	163*	111*	128	60*	208	145	260	206	224	737
Missing out on important life events (e.g., graduation, wedding, children, retirement, etc.)												
Fear a lot	448	176	67	50	53	27	85	67	109	98	136	283
	44%	45.0%	41.0%	45.0%	42.0%	46%	41.0%	46.0%	42.0%	48%	61.0%	38%
											K	
Fear somewhat	283	104	51	28	37	15	50	40	76	55	55	209
	28%	27.0%	32.0%	25.0%	29.0%	24%	24.0%	28.0%	29.0%	27%	25.0%	28%
Fear a little	173	65	23	21	25	13	40	23	43	38	23	141
	17%	16.0%	14.0%	19.0%	19.0%	22%	19.0%	16.0%	17.0%	19%	10.0%	19%
												J
Don't fear at all	114	48	22	13	13	5	32	15	31	14	10	103
	11%	12.0%	13.0%	11.0%	10.0%	8%	16.0%	10.0%	12.0%	7%	4.0%	14%
							I					J
Summary												
Top2Box (Fear a lot/ somewhat)	730	280	118	77	91	42	135	107	185	154	191	492
	72%	71.0%	73.0%	70.0%	71.0%	70%	65.0%	74.0%	71.0%	75%	85.0%	67%
										F	K	
Low2Box (Fear a little/ Don't fear at all)	287	112	45	34	37	18	73	38	75	52	33	245
	28%	29.0%	27.0%	30.0%	29.0%	30%	35.0%	26.0%	29.0%	25%	15.0%	33%
							I					J

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K Overlap formulae used. * small base

4_2. [Cancer returning (recurrence)] If you were diagnosed with cancer, how much would you fear the following?

		ONTARIO					HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA	Central	East	Southwest	North	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1017	389	99	99	237	34	210	147	259	202	223	743
Weighted	1017	393	163*	111*	128	60*	208	145	260	206	224	737
Cancer returning (recurrence)												
Fear a lot	417	170	66	48	50	18	81	75	92	78	93	293
	41%	43.0%	41.0%	43.0%	39.0%	30%	39.0%	52.0%	36.0%	38%	41.0%	40%
Fear somewhat								FHI				
	360	132	56	34	43	30	78	41	102	73	73	268
	35%	34.0%	34.0%	31.0%	34.0%	50%	37.0%	29.0%	39.0%	35%	33.0%	36%
Fear a little						C			G			
	167	59	30	21	25	7	28	20	49	40	43	117
	16%	15.0%	18.0%	19.0%	20.0%	11%	13.0%	14.0%	19.0%	20%	19.0%	16%
Don't fear at all												
	74	31	11	9	9	5	21	8	16	15	15	59
	7%	8.0%	7.0%	8.0%	7.0%	9%	10.0%	6.0%	6.0%	7%	7.0%	8%
Summary												
Top2Box (Fear a lot/ somewhat)	776	302	122	81	94	48	159	117	194	151	166	561
	76%	77.0%	75.0%	73.0%	73.0%	80%	76.0%	81.0%	75.0%	73%	74.0%	76%
Low2Box (Fear a little/ Don't fear at all)	241	90	40	29	34	12	49	28	65	55	58	176
	24%	23.0%	25.0%	27.0%	27.0%	20%	24.0%	19.0%	25.0%	27%	26.0%	24%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K Overlap formulae used. * small base

4_3. [Physical changes to my body appearance (e.g., mastectomy, losing hair, etc.)] If you were diagnosed with cancer, how much would you fear the following?

		ONTARIO					HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA	Central	East	Southwest	North	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1017	389	99	99	237	34	210	147	259	202	223	743
Weighted	1017	393	163*	111*	128	60*	208	145	260	206	224	737
Physical changes to my body appearance (e.g., mastectomy, losing hair, etc.)												
Fear a lot	249	103	48	24	23	10	57	43	57	45	65	168
	24%	26.0%	30.0%	22.0%	18.0%	16%	27.0%	30.0%	22.0%	22%	29.0%	23%
		D	D									
Fear somewhat	294	126	45	27	41	19	61	36	75	56	62	213
	29%	32.0%	27.0%	24.0%	32.0%	31%	30.0%	25.0%	29.0%	27%	28.0%	29%
Fear a little	301	106	43	35	42	23	45	45	77	72	65	224
	30%	27.0%	27.0%	32.0%	33.0%	39%	21.0%	31.0%	30.0%	35%	29.0%	30%
								F		F		
Don't fear at all	173	58	27	24	23	8	45	21	51	34	31	133
	17%	15.0%	16.0%	22.0%	18.0%	14%	22.0%	14.0%	20.0%	16%	14.0%	18%
Summary												
Top2Box (Fear a lot/ somewhat)	543	229	93	51	63	28	118	79	131	101	127	381
	53%	58.0%	57.0%	46.0%	49.0%	47%	57.0%	54.0%	51.0%	49%	57.0%	52%
		CD										
Low2Box (Fear a little/ Don't fear at all)	474	164	70	59	65	32	90	66	128	105	97	356
	47%	42.0%	43.0%	54.0%	51.0%	53%	43.0%	46.0%	49.0%	51%	43.0%	48%
				A	A							

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K Overlap formulae used. * small base

4_4. [Feeling sick and unable to do every day things (e.g., work, family, social life, etc.)] If you were diagnosed with cancer, how much would you fear the following?

		ONTARIO					HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA	Central	East	Southwest	North	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1017	389	99	99	237	34	210	147	259	202	223	743
Weighted	1017	393	163*	111*	128	60*	208	145	260	206	224	737
Feeling sick and unable to do every day things (e.g., work, family, social life, etc.)												
Fear a lot	475	190	75	54	51	22	106	73	108	93	111	333
	47%	48.0%	46.0%	48.0%	40.0%	37%	51.0%	50.0%	42.0%	45%	50.0%	45%
		D										
Fear somewhat	354	129	62	38	49	24	57	53	95	81	75	265
	35%	33.0%	38.0%	35.0%	38.0%	40%	27.0%	36.0%	37.0%	39%	34.0%	36%
									F	F		
Fear a little	138	53	19	17	23	9	32	14	47	20	31	100
	14%	14.0%	12.0%	15.0%	18.0%	15%	15.0%	10.0%	18.0%	10%	14.0%	14%
									GI			
Don't fear at all	49	20	7	2	5	5	13	5	9	11	6	39
	5%	5.0%	4.0%	2.0%	4.0%	8%	6.0%	3.0%	4.0%	5%	3.0%	5%
Summary												
Top2Box (Fear a lot/ somewhat)	830	319	137	92	100	46	163	125	203	174	187	598
	82%	81.0%	84.0%	83.0%	78.0%	77%	78.0%	87.0%	78.0%	85%	83.0%	81%
								H				
Low2Box (Fear a little/ Don't fear at all)	187	73	26	19	28	14	45	19	57	32	37	139
	18%	19.0%	16.0%	17.0%	22.0%	23%	22.0%	13.0%	22.0%	15%	17.0%	19%
									G			

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K Overlap formulae used. * small base

4_5. [Not having access to the best treatment (i.e. not available, or can't afford it)] If you were diagnosed with cancer, how much would you fear the following?

		ONTARIO					HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA	Central	East	Southwest	North	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1017	389	99	99	237	34	210	147	259	202	223	743
Weighted	1017	393	163*	111*	128	60*	208	145	260	206	224	737
Not having access to the best treatment (i.e. not available, or can't afford it)												
Fear a lot	328	127	56	26	43	20	84	54	53	56	82	227
	32%	32.0%	34.0%	23.0%	34.0%	34%	40.0%	37.0%	20.0%	27%	37.0%	31%
							HI	H				
Fear somewhat	323	117	55	39	38	19	52	51	98	68	59	242
	32%	30.0%	34.0%	35.0%	29.0%	31%	25.0%	35.0%	38.0%	33%	26.0%	33%
									F			
Fear a little	211	85	33	24	26	13	45	21	55	51	42	158
	21%	22.0%	20.0%	21.0%	20.0%	21%	21.0%	14.0%	21.0%	25%	19.0%	21%
										G		
Don't fear at all	156	65	19	22	22	8	27	19	54	31	41	111
	15%	16.0%	12.0%	20.0%	17.0%	14%	13.0%	13.0%	21.0%	15%	18.0%	15%
									F			
Summary												
Top2Box (Fear a lot/ somewhat)	650	243	111	65	81	39	136	105	151	124	141	469
	64%	62.0%	68.0%	59.0%	63.0%	65%	66.0%	72.0%	58.0%	60%	63.0%	64%
								HI				
Low2Box (Fear a little/ Don't fear at all)	367	149	52	46	47	21	72	40	109	82	83	269
	36%	38.0%	32.0%	41.0%	37.0%	35%	34.0%	28.0%	42.0%	40%	37.0%	36%
									G	G		

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K Overlap formulae used. * small base

4_6. [Not having the necessary support (e.g., family, friends, caregiver)] If you were diagnosed with cancer, how much would you fear the following?

		ONTARIO					HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA	Central	East	Southwest	North	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1017	389	99	99	237	34	210	147	259	202	223	743
Weighted	1017	393	163*	111*	128	60*	208	145	260	206	224	737
Not having the necessary support (e.g., family, friends, caregiver)												
Fear a lot	155	71	21	19	18	7	50	18	30	25	37	109
	15%	18.0%	13.0%	17.0%	14.0%	11%	24.0%	12.0%	11.0%	12%	17.0%	15%
							GHI					
Fear somewhat	243	97	36	27	29	15	41	43	61	45	47	186
	24%	25.0%	22.0%	25.0%	23.0%	24%	20.0%	30.0%	24.0%	22%	21.0%	25%
							F					
Fear a little	250	93	46	24	28	18	44	39	63	56	53	180
	25%	24.0%	28.0%	22.0%	22.0%	29%	21.0%	27.0%	24.0%	27%	24.0%	24%
Don't fear at all	369	131	60	41	53	21	73	45	106	81	86	263
	36%	33.0%	37.0%	37.0%	41.0%	36%	35.0%	31.0%	41.0%	39%	39.0%	36%
Summary												
Top2Box (Fear a lot/ somewhat)	398	168	57	46	47	21	91	61	91	70	84	294
	39%	43.0%	35.0%	42.0%	37.0%	35%	44.0%	42.0%	35.0%	34%	38.0%	40%
Low2Box (Fear a little/ Don't fear at all)	619	225	106	65	81	39	117	84	169	136	140	443
	61%	57.0%	65.0%	58.0%	63.0%	65%	56.0%	58.0%	65.0%	66%	62.0%	60%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K Overlap formulae used. * small base

4_7. [Telling the people I love (e.g. spouse, children, close friends)] If you were diagnosed with cancer, how much would you fear the following?

		ONTARIO					HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA	Central	East	Southwest	North	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1017	389	99	99	237	34	210	147	259	202	223	743
Weighted	1017	393	163*	111*	128	60*	208	145	260	206	224	737
Telling the people I love (e.g. spouse, children, close friends)												
Fear a lot	397	152	66	47	46	23	91	56	95	85	112	256
	39%	39.0%	40.0%	42.0%	36.0%	39%	44.0%	38.0%	37.0%	41%	50.0%	35%
											K	
Fear somewhat	291	113	49	24	40	18	48	44	75	59	59	220
	29%	29.0%	30.0%	22.0%	31.0%	29%	23.0%	31.0%	29.0%	29%	26.0%	30%
Fear a little	184	73	17	26	26	11	37	23	51	35	40	136
	18%	19.0%	11.0%	23.0%	21.0%	18%	18.0%	16.0%	20.0%	17%	18.0%	18%
				B	B							
Don't fear at all	144	54	31	15	15	9	32	21	39	27	13	125
	14%	14.0%	19.0%	13.0%	12.0%	14%	15.0%	15.0%	15.0%	13%	6.0%	17%
												J
Summary												
Top2Box (Fear a lot/ somewhat)	688	266	115	70	87	41	140	100	170	144	171	477
	68%	68.0%	71.0%	64.0%	68.0%	68%	67.0%	69.0%	66.0%	70%	76.0%	65%
											K	
Low2Box (Fear a little/ Don't fear at all)	329	127	48	40	42	19	68	45	89	62	53	261
	32%	32.0%	29.0%	36.0%	32.0%	32%	33.0%	31.0%	34.0%	30%	24.0%	35%
												J

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K Overlap formulae used. * small base

4_8. [Dealing with healthcare professionals and navigating the healthcare system] If you were diagnosed with cancer, how much would you fear the following?

		ONTARIO					HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA	Central	East	Southwest	North	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1017	389	99	99	237	34	210	147	259	202	223	743
Weighted	1017	393	163*	111*	128	60*	208	145	260	206	224	737
Dealing with healthcare professionals and navigating the healthcare system												
Fear a lot	194	78	34	19	24	12	61	27	34	31	41	143
	19%	20.0%	21.0%	17.0%	19.0%	20%	29.0%	19.0%	13.0%	15%	18.0%	19%
							GHI					
Fear somewhat	328	127	68	37	41	13	49	51	92	68	73	241
	32%	32.0%	42.0%	33.0%	32.0%	21%	23.0%	35.0%	36.0%	33%	33.0%	33%
			E					F	F	F		
Fear a little	280	101	34	32	33	24	56	34	73	65	64	198
	27%	26.0%	21.0%	29.0%	26.0%	41%	27.0%	23.0%	28.0%	32%	28.0%	27%
						B						
Don't fear at all	216	87	27	23	31	11	42	33	60	42	46	155
	21%	22.0%	17.0%	21.0%	24.0%	19%	20.0%	23.0%	23.0%	20%	20.0%	21%
Summary												
Top2Box (Fear a lot/ somewhat)	522	205	102	56	65	24	110	78	126	99	114	384
	51%	52.0%	63.0%	50.0%	51.0%	41%	53.0%	54.0%	49.0%	48%	51.0%	52%
			DE									
Low2Box (Fear a little/ Don't fear at all)	495	188	61	55	63	36	98	67	133	107	109	353
	49%	48.0%	37.0%	50.0%	49.0%	59%	47.0%	46.0%	51.0%	52%	49.0%	48%
					B	B						

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K Overlap formulae used. * small base

4_9. [Losing my job / financial repercussions of falling ill] If you were diagnosed with cancer, how much would you fear the following?

		ONTARIO					HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA	Central	East	Southwest	North	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1017	389	99	99	237	34	210	147	259	202	223	743
Weighted	1017	393	163*	111*	128	60*	208	145	260	206	224	737
Losing my job / financial repercussions of falling ill												
Fear a lot	242	100	34	28	28	12	55	43	63	39	48	172
	24%	25.0%	21.0%	25.0%	22.0%	20%	27.0%	30.0%	24.0%	19%	22.0%	23%
								I				
Fear somewhat	223	101	38	21	27	6	27	34	76	37	63	147
	22%	26.0%	23.0%	19.0%	21.0%	10%	13.0%	23.0%	29.0%	18%	28.0%	20%
		E						F	FI		K	
Fear a little	183	71	25	23	25	8	44	22	34	48	44	126
	18%	18.0%	16.0%	21.0%	20.0%	13%	21.0%	15.0%	13.0%	23%	19.0%	17%
							H			H		
Don't fear at all	370	120	65	39	48	34	81	46	86	82	69	292
	36%	31.0%	40.0%	35.0%	37.0%	56%	39.0%	32.0%	33.0%	40%	31.0%	40%
						ACD						J
Summary												
Top2Box (Fear a lot/ somewhat)	465	201	72	48	55	19	83	77	139	76	112	319
	46%	51.0%	44.0%	44.0%	43.0%	31%	40.0%	53.0%	54.0%	37%	50.0%	43%
		E						FI	FI			
Low2Box (Fear a little/ Don't fear at all)	552	192	91	62	73	41	125	68	121	130	112	418
	54%	49.0%	56.0%	56.0%	57.0%	69%	60.0%	47.0%	46.0%	63%	50.0%	57%
						A	GH			GH		

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K Overlap formulae used. * small base

4_10. [Dying and leaving behind loved ones] If you were diagnosed with cancer, how much would you fear the following?

		ONTARIO					HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA	Central	East	Southwest	North	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1017	389	99	99	237	34	210	147	259	202	223	743
Weighted	1017	393	163*	111*	128	60*	208	145	260	206	224	737
Dying and leaving behind loved ones												
Fear a lot	563	214	89	61	71	33	114	86	143	112	155	372
	55%	55.0%	55.0%	55.0%	56.0%	55%	55.0%	59.0%	55.0%	54%	69.0%	50%
Fear somewhat											K	
	217	84	35	23	26	12	37	28	57	51	40	163
	21%	21.0%	21.0%	21.0%	21.0%	19%	18.0%	19.0%	22.0%	25%	18.0%	22%
Fear a little												
	140	59	14	18	22	7	25	22	33	30	17	120
	14%	15.0%	9.0%	17.0%	17.0%	11%	12.0%	15.0%	13.0%	15%	8.0%	16%
Don't fear at all					B							J
	97	36	25	9	9	9	32	9	26	13	12	82
	10%	9.0%	15.0%	8.0%	7.0%	15%	15.0%	7.0%	10.0%	6%	5.0%	11%
			D				GI					J
Summary												
Top2Box (Fear a lot/ somewhat)	780	298	124	84	98	44	151	113	200	162	195	535
	77%	76.0%	76.0%	76.0%	76.0%	74%	73.0%	78.0%	77.0%	79%	87.0%	73%
											K	
Low2Box (Fear a little/ Don't fear at all)												
	237	94	39	27	30	16	57	32	59	44	29	203
	23%	24.0%	24.0%	24.0%	24.0%	26%	27.0%	22.0%	23.0%	21%	13.0%	27%
												J

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K Overlap formulae used. * small base

4. [SUMMARY - TOP2BOX (FEAR A LOT/ SOMEWHAT)] If you were diagnosed with cancer, how much would you fear the following?

		ONTARIO					HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA	Central	East	Southwest	North	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1017	389	99	99	237	34	210	147	259	202	223	743
Weighted	1017	393	163*	111*	128	60*	208	145	260	206	224	737
Feeling sick and unable to do every day things (e.g., work, family, social life, etc.)	830	319	137	92	100	46	163	125	203	174	187	598
	82%	81.0%	84.0%	83.0%	78.0%	77%	78.0%	87.0%	78.0%	85%	83.0%	81%
								H				
Dying and leaving behind loved ones	780	298	124	84	98	44	151	113	200	162	195	535
	77%	76.0%	76.0%	76.0%	76.0%	74%	73.0%	78.0%	77.0%	79%	85.0%	73%
											K	
Cancer returning (recurrence)	776	302	122	81	94	48	159	117	194	151	166	561
	76%	77.0%	75.0%	73.0%	73.0%	80%	76.0%	81.0%	75.0%	73%	74.0%	76%
Missing out on important life events (e.g., graduation, wedding, children, retirement, etc.)	730	280	118	77	91	42	135	107	185	154	191	492
	72%	71.0%	73.0%	70.0%	71.0%	70%	65.0%	74.0%	71.0%	75%	85.0%	67%
										F	K	
Telling the people I love (e.g. spouse, children, close friends)	688	266	115	70	87	41	140	100	170	144	171	477
	68%	68.0%	71.0%	64.0%	68.0%	68%	67.0%	69.0%	66.0%	70%	76.0%	65%
											K	
Not having access to the best treatment (i.e. not available, or can't afford it)	650	243	111	65	81	39	136	105	151	124	141	469
	64%	62.0%	68.0%	59.0%	63.0%	65%	66.0%	72.0%	58.0%	60%	63.0%	64%
								HI				
Physical changes to my body appearance (e.g., mastectomy, losing hair, etc.)	543	229	93	51	63	28	118	79	131	101	127	381
	53%	58.0%	57.0%	46.0%	49.0%	47%	57.0%	54.0%	51.0%	49%	57.0%	52%
			CD									
Dealing with healthcare professionals and navigating the healthcare system	522	205	102	56	65	24	110	78	126	99	114	384
	51%	52.0%	63.0%	50.0%	51.0%	41%	53.0%	54.0%	49.0%	48%	51.0%	52%
			DE									
Losing my job / financial repercussions of falling ill	465	201	72	48	55	19	83	77	139	76	112	319
	46%	51.0%	44.0%	44.0%	43.0%	31%	40.0%	53.0%	54.0%	37%	50.0%	43%
			E					FI	FI			
Not having the necessary support (e.g., family, friends, caregiver)	398	168	57	46	47	21	91	61	91	70	84	294
	39%	43.0%	35.0%	42.0%	37.0%	35%	44.0%	42.0%	35.0%	34%	38.0%	40%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K Overlap formulae used. * small base

4. [SUMMARY - LOW2BOX (FEAR A LITTLE/ DON'T FEAR AT ALL)] If you were diagnosed with cancer, how much would you fear the following?

		ONTARIO					HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA	Central	East	Southwest	North	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1017	389	99	99	237	34	210	147	259	202	223	743
Weighted	1017	393	163*	111*	128	60*	208	145	260	206	224	737
Not having the necessary support (e.g., family, friends, caregiver)	619	225	106	65	81	39	117	84	169	136	140	443
	61%	57.0%	65.0%	58.0%	63.0%	65%	56.0%	58.0%	65.0%	66%	62.0%	60%
Losing my job / financial repercussions of falling ill	552	192	91	62	73	41	125	68	121	130	112	418
	54%	49.0%	56.0%	56.0%	57.0%	69%	60.0%	47.0%	46.0%	63%	50.0%	57%
						A	GH			GH		
Dealing with healthcare professionals and navigating the healthcare system	495	188	61	55	63	36	98	67	133	107	109	353
	49%	48.0%	37.0%	50.0%	49.0%	59%	47.0%	46.0%	51.0%	52%	49.0%	48%
					B	B						
Physical changes to my body appearance (e.g., mastectomy, losing hair, etc.)	474	164	70	59	65	32	90	66	128	105	97	356
	47%	42.0%	43.0%	54.0%	51.0%	53%	43.0%	46.0%	49.0%	51%	43.0%	48%
				A	A							
Not having access to the best treatment (i.e. not available, or can't afford it)	367	149	52	46	47	21	72	40	109	82	83	269
	36%	38.0%	32.0%	41.0%	37.0%	35%	34.0%	28.0%	42.0%	40%	37.0%	36%
									G	G		
Telling the people I love (e.g. spouse, children, close friends)	329	127	48	40	42	19	68	45	89	62	53	261
	32%	32.0%	29.0%	36.0%	32.0%	32%	33.0%	31.0%	34.0%	30%	24.0%	35%
												J
Missing out on important life events (e.g., graduation, wedding, children, retirement, etc.)	287	112	45	34	37	18	73	38	75	52	33	245
	28%	29.0%	27.0%	30.0%	29.0%	30%	35.0%	26.0%	29.0%	25%	15.0%	33%
							I					J
Cancer returning (recurrence)	241	90	40	29	34	12	49	28	65	55	58	176
	24%	23.0%	25.0%	27.0%	27.0%	20%	24.0%	19.0%	25.0%	27%	26.0%	24%
Dying and leaving behind loved ones	237	94	39	27	30	16	57	32	59	44	29	203
	23%	24.0%	24.0%	24.0%	24.0%	26%	27.0%	22.0%	23.0%	21%	13.0%	27%
												J
Feeling sick and unable to do every day things (e.g., work, family, social life, etc.)	187	73	26	19	28	14	45	19	57	32	37	139
	18%	19.0%	16.0%	17.0%	22.0%	23%	22.0%	13.0%	22.0%	15%	17.0%	19%
									G			

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K Overlap formulae used. * small base