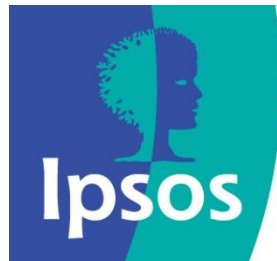


Ontarians Fear Cancer (70%) the Most Ahead of Heart Disease (59%), Alzheimer's (57%), Diabetes (41%), Multiple Sclerosis (34%), and HIV/AIDS (27%)

If Diagnosed with Cancer, More Ontarians Would Fear Feeling Sick and Being Unable to Do Everyday Things (82%) Than Dying (77%); Women Fear Potential Outcomes of Cancer More than Men

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Ipsos Reid

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If Diagnosed with Cancer, More Ontarians Would Fear Feeling Sick and Being Unable to Do Everyday Things (82%) Than Dying (77%); Women Fear Potential Outcomes of Cancer More than Men

Toronto, ON – According to a new poll conducted by Ipsos Reid on behalf of the Canadian Cancer Society and the newly launched *The Fearless Project*, cancer (70%) tops the list as the most feared disease among Ontarians given a list that included heart disease (59%), Alzheimer's (57%), Diabetes (41%), Multiple Sclerosis (34%) and HIV/ AIDS (27%). Seven in ten (70%) Ontarians 'fear' (38% a lot/32% somewhat) cancer, while three in ten (30%) 'don't fear' (8% don't fear at all/22% fear a little) the disease.

When posed with a hypothetical situation in which they have been diagnosed with cancer, more Ontarians fear 'feeling sick and unable to do every day things' (82%, 47% a lot/35% somewhat) than 'dying and leaving behind ones (77%, 55% a lot/21% somewhat). Following closely behind dying as a result of being diagnosed with cancer, Ontarians also fear 'the cancer returning' (76%, 41% a lot/35% somewhat) and 'missing out on important life events (72%, 44% a lot/28% somewhat). The table below outlines in full what Ontarians are most fearful of if they were to be diagnosed with cancer:

<u>What Ontarians Fear About Cancer</u>	<u>Fear</u> (Fear a lot/Fear somewhat)	<u>Don't Fear</u> (Fear a little/Don't Fear at all)
Feeling sick and unable to do every day things	82% (47% a lot/35% somewhat)	18% (5% don't fear at all/14% a little)
Dying and leaving behind loved ones	77% (55% a lot/21% somewhat)	23% (10% don't fear at all/14% a little)
Cancer returning (recurrence)	76% (41% a lot/35% somewhat)	24% (7% don't fear at all/16% a little)
Missing out on important life events	72% (44% a lot/28% somewhat)	28% (11% don't fear at all/17% a little)
Telling the people I love	68% (39% a lot/29% somewhat)	32% (14% don't fear at all/18% a little)
Not having access to the best treatment	64% (32% a lot/32% somewhat)	36% (15% don't fear at all/21% a little)
Physical changes to my body/appearance	53% (24% a lot/29% somewhat)	47% (17% don't fear at all/30% a little)
Dealing with healthcare professionals and navigating the healthcare system	51% (19% a lot/32% somewhat)	49% (21% don't fear at all/27% a little)
Losing my job/financial repercussions of falling ill	46% (24% a lot/22% somewhat)	54% (36% don't fear at all/18% a little)

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	somewhat)	all/18% a little)
Not having the necessary family support	39% (15% a lot/24% somewhat)	61% (36% don't fear at all/25% a little)

Interestingly, women in Ontario, in general, fear the potential outcomes of cancer more than men. The largest difference between men and women when it comes to fear among particular outcomes of getting cancer is seen in 'telling the people they love' (77% of women vs. 57% of men, a difference of 20 percentage points), 'dying and leaving behind loved ones' (85% of women vs. 67% of men, an 18 pt. difference), and 'physical changes to their body and appearance' (62% of women vs. 44% of men, an 18 pt. difference). The table below shows the gap between men and women when it comes to fearing outcomes of being diagnosed with cancer:

<u>What Ontarians Fear About Cancer</u>	<u>Men</u>	<u>Women</u>	<u>Difference</u>
Telling the people I love	57%	77%	20 pts.
Dying and leaving behind loved ones	67%	85%	18 pts.
Physical changes to my body/appearance	44%	62%	18 pts.
Missing out on important life events	63%	80%	17 pts.
Cancer returning (recurrence)	68%	84%	16 pts.

Not having access to the best treatment	57%	70%	13 pts.
Losing my job/financial repercussions of falling ill	40%	51%	11 pts.
Dealing with healthcare professionals and navigating the healthcare system	46%	56%	10 pts.
Feeling sick and unable to do every day things	77%	86%	9 pts.
Not having the necessary family support	36%	42%	6 pts.

The data reveal that such exposure to cancer leads to increased levels of fear in the disease. Eight in ten (80%) of Canadians who have been diagnosed with cancer ‘fear’ (40% a lot/40% somewhat) the disease, while two in ten (20%) of those who’ve had cancer ‘don’t fear’ (5% don’t fear at all/15% a little) it. Three-quarters of those who’ve known an immediate family member (75%), member of their extended family (75%), a friend (74%), or work colleague (74%) that’s been diagnosed with cancer ‘fear’ the disease, although one-quarter don’t. Those who haven’t been exposed to the disease are much less likely to fear it. A slight majority (53%) of Canadians who haven’t known anyone that’s been diagnosed with cancer actually ‘fear’ (25% a lot/28% somewhat) the disease, compared to a slim minority (47%) who ‘don’t fear’ (18% don’t fear at all/29% a little) cancer, revealing that even those who aren’t exposed to the disease still fear it.

Fear of cancer is so prevalent among some Ontarians, that some believe they wouldn't want to know if they were to be diagnosed with the disease. Just over one in ten (13%) Ontarians 'would not want to be told they had cancer' if they were diagnosed but there was little or nothing that could be done to treat it. Conversely, nine in ten (87%) of Ontarians 'would want to know' that they had cancer, even if there was nothing that could be done to treat it.

Just because most Ontarians would prefer to know if they had the disease over not knowing, this doesn't mean there aren't barriers many Ontarians deal with when considering getting tested for cancer. Three in ten (28%) say that a barrier for getting screened and tested for cancer is that 'they don't like going to the doctor'. One-quarter cite that 'their symptoms don't really seem like a big deal' (27%), 'they're afraid of what the doctor might find (27%), and the fact that 'they're just too busy' (26%) as barriers for getting screened and tested for cancer. Two in ten (17%) 'don't want to waste their doctor's time' or 'they're too embarrassed' when it comes to getting tested for the disease.



These are some of the findings of an Ipsos Reid poll conducted between October 22nd to 26th, 2012, on behalf of the Canadian Cancer Society. For this survey, a sample of 1,017 Ontarians from Ipsos' Ontario online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls are calculated using a credibility interval. In this case, the poll is accurate to +/- 3.5 percentage point of all Ontarians. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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