

NEWS RELEASE



FOR IMMEDIATE RELEASE

Very few untouched by cancer

Most turn to doctor, Internet for information

TORONTO AUGUST 20th, 2014 – In a random sampling of public opinion taken by the Forum Poll™ among 1798 Canadians 18 years of age and older, as many as 9-in-10 or more had been closely touched by cancer (92% in total), either as a close family member of someone who had died of cancer (35%) or of someone who has had cancer and survived (26%), followed by those who have had cancer themselves (10%). Somewhat fewer say they have a friend who died of cancer (6%) or one who survived (5%). One tenth have had multiple encounters with cancer (10%).

Doctor, Internet are leading information sources

While the family doctor is seen to be the primary information source on cancer for the largest group (45%), this is followed by the internet (32%) and no other information source is used by as many as a tenth, including the media, friends and family or somewhere else (6% each). Just one-twentieth claim not to look for information on cancer (5%).

Two thirds say cancer information in Canada is "excellent" or "good"

Two thirds of adult Canadians say cancer information sources in this country are good or excellent (62%), with just fewer than a quarter saying they are excellent (22%). Perceptions of excellence are common to the youngest (26%), males (25%), mid-income groups (\$40K to \$60K - 27%), in the Atlantic provinces (27%) and especially Alberta (36%), among those who seek information from their doctor (27%) and the best educated (post grad - 26%).

6-in-10 are cancer patients, care for them or treat them

Fully 6-in-10 Canadians are involved in treating cancer, caregiving those who have it or are patients themselves (59%). This includes doctors who treat cancer patients (11%), other medical professionals who treat cancer (7%), support workers (3%), cancer patients (6%) or their family members (33%).

"These are the cancer years. It touches everyone, and more and more Canadians are directly involved in treating it. That's why the sources of informed and unbiased information available are so important, and why it is so critical to ensure the Internet, the largest non-medical data source, is effective and easy to use," said Forum Research President, Dr. Lorne Bozinoff.

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at lbozinoff@forumresearch.com or at (416) 960-9603.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

August 20th, 2014

HIGHLIGHTS:

- 9-in-10 or more had been closely touched by cancer (92% in total), either as a close family member of someone who had died of cancer (35%) or of someone who has had cancer and survived (26%), followed by those who have had cancer themselves (10%).
- The family doctor is seen to be the primary information source on cancer for the largest group (45%), followed by the Internet (32%)
- "These are the cancer years. It touches everyone, and more and more Canadians are directly involved in treating it. That's why the sources of informed and unbiased information available are so important, and why it is so critical to ensure the internet, the largest non-medical data source, is effective and easy to use," said Forum Research President, Dr. Lorne Bozinoff.

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE

**MEDIA INQUIRIES:**

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO
August 20th, 2014

Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1798 randomly selected Canadians 18 years of age and older. The poll was conducted on August 18-19th, 2014.

Results based on the total sample are considered accurate $\pm 2\%$, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at www.forumresearch.com/samplestim.asp

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at www.forumresearch.com/polls.asp

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO
August 20th, 2014

Personal Experience with Cancer

‘What is your personal experience with cancer?’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1798	121	172	336	491	678	878	920
You have had cancer	10	9	6	6	9	18	7	12
A close family member has had cancer and survived	26	22	34	25	29	24	28	25
A close family member has had cancer and died	35	33	36	38	36	35	35	36
A friend has had cancer and survived	5	5	6	6	4	4	6	4
A friend has had cancer and died	6	7	3	6	7	5	6	5
More than one of these applies to you	10	12	7	13	10	8	9	11
No one close to you has had cancer	8	13	8	7	5	6	9	7

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1798	132	440	626	144	190	266	1408	390
You have had cancer	10	6	7	12	5	10	12	10	6
A close family member has had cancer and survived	26	28	20	30	23	23	30	28	21
A close family member has had cancer and died	35	42	40	31	33	42	32	33	42
A friend has had cancer and survived	5	5	4	6	5	2	3	5	4
A friend has had cancer and died	6	3	5	5	12	7	7	6	5
More than one of these applies to you	10	12	12	8	13	9	11	10	9
No one close to you has had cancer	8	3	12	8	8	7	5	7	12

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO
August 20th, 2014

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1798	204	326	288	214	201	277
You have had cancer	10	5	8	10	9	7	5
A close family member has had cancer and survived	26	21	22	23	21	29	36
A close family member has had cancer and died	35	39	33	35	46	37	34
A friend has had cancer and survived	5	4	6	4	6	5	4
A friend has had cancer and died	6	4	10	8	5	6	4
More than one of these applies to you	10	17	10	10	10	7	10
No one close to you has had cancer	8	10	11	9	3	9	7

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1798	435	482	591	290
You have had cancer	10	10	10	8	11
A close family member has had cancer and survived	26	19	28	29	29
A close family member has had cancer and died	35	35	36	35	36
A friend has had cancer and survived	5	5	5	4	6
A friend has had cancer and died	6	8	7	5	2
More than one of these applies to you	10	10	11	11	8
No one close to you has had cancer	8	12	5	9	6

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO
August 20th, 2014

Likely Source of Information About Cancer and Cancer Treatment

'Where are you most likely to get information about cancer and cancer treatment?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1798	121	172	336	491	678	878	920
Doctor	45	43	44	42	46	52	41	49
The media	6	3	3	7	7	10	6	5
The internet	32	36	38	35	29	17	34	30
Friends or Family	6	9	4	5	6	7	6	7
Somewhere else	6	4	8	6	6	9	8	5
Don't seek information on cancer	5	4	4	5	6	6	5	5

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1798	132	440	626	144	190	266	1408	390
Doctor	45	51	42	49	34	48	39	46	43
The media	6	5	7	5	3	3	9	5	8
The internet	32	30	35	27	44	33	36	32	33
Friends or Family	6	9	6	8	7	1	3	7	5
Somewhere else	6	4	3	7	10	8	8	7	4
Don't seek information on cancer	5	2	7	4	3	7	5	4	8

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1798	204	326	288	214	201	277
Doctor	45	34	44	51	50	44	39
The media	6	10	8	5	4	6	2
The internet	32	33	29	26	25	39	45
Friends or Family	6	9	6	4	4	5	7
Somewhere else	6	7	9	7	7	4	5
Don't seek information on cancer	5	6	4	6	9	2	2

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1798	435	482	591	290
Doctor	45	40	44	48	46
The media	6	6	8	6	3
The internet	32	34	27	31	38
Friends or Family	6	11	5	5	4
Somewhere else	6	3	10	6	6
Don't seek information on cancer	5	6	6	4	4

TORONTO

August 20th, 2014

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

Quality of Information on Cancer

'How would you rate the quality of information on cancer available in Canada?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1798	121	172	336	491	678	878	920
Excellent	22	26	20	20	19	21	25	19
Good	40	29	44	43	45	47	37	43
Fair	17	12	20	19	18	18	18	17
Poor	7	12	4	6	7	5	8	7
Don't know	14	21	12	11	11	8	12	15

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1798	132	440	626	144	190	266	1408	390
Excellent	22	27	19	23	13	36	15	22	20
Good	40	32	39	43	47	34	41	40	41
Fair	17	16	18	16	14	13	26	16	20
Poor	7	4	8	7	8	7	6	7	7
Don't know	14	21	17	11	18	10	12	14	12

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1798	204	326	288	214	201	277
Excellent	22	22	19	27	17	23	22
Good	40	31	36	31	43	49	50
Fair	17	18	18	25	16	16	11
Poor	7	10	8	4	9	4	6
Don't know	14	19	19	12	14	8	11

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1798	435	482	591	290
Excellent	22	22	22	19	26
Good	40	35	43	41	41
Fair	17	18	18	19	12
Poor	7	11	3	8	7
Don't know	14	15	13	13	14

TORONTO

August 20th, 2014

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO

August 20th, 2014

Cancer: Best Fitting Personal Description

'Which of the following descriptions fits you?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1798	121	172	336	491	678	878	920
Doctor who treats cancer patients	11	10	7	10	8	18	10	12
Nurse or other medical professional who treats cancer patients	7	11	7	6	7	5	7	7
Employee or volunteer of a support network or agency for cancer patients	3	2	2	3	4	4	4	2
Cancer patient	6	5	6	6	4	11	4	8
Family member or close friend of a cancer patient	33	23	37	37	41	30	35	30
None of these	41	50	41	38	36	32	39	42

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1798	132	440	626	144	190	266	1408	390
Doctor who treats cancer patients	11	9	16	10	17	7	5	9	17
Nurse or other medical professional who treats cancer patients	7	9	14	4	3	8	6	5	16
Employee or volunteer of a support network or agency for cancer patients	3	1	4	3	1	2	2	2	4
Cancer patient	6	10	2	7	4	5	10	7	2
Family member or close friend of a cancer patient	33	33	17	35	37	45	43	37	14
None of these	41	38	48	41	38	33	33	39	47

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO
August 20th, 2014

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1798	204	326	288	214	201	277
Doctor who treats cancer patients	11	14	16	8	6	10	6
Nurse or other medical professional who treats cancer patients	7	11	8	10	8	6	5
Employee or volunteer of a support network or agency for cancer patients	3	6	2	2	2	3	4
Cancer patient	6	4	4	6	5	5	3
Family member or close friend of a cancer patient	33	22	31	33	34	37	40
None of these	41	43	40	40	46	40	42

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1798	435	482	591	290
Doctor who treats cancer patients	11	19	13	6	6
Nurse or other medical professional who treats cancer patients	7	8	6	9	4
Employee or volunteer of a support network or agency for cancer patients	3	3	4	2	2
Cancer patient	6	4	5	6	10
Family member or close friend of a cancer patient	33	28	31	35	36
None of these	41	37	41	42	41

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: lbozinoff@forumresearch.com

MEDIA INQUIRIES:

Lorne Bozinoff, President

lbozinoff@forumresearch.com

416.960.9603

TORONTO

August 20th, 2014

180 Bloor Street W., #1400

Toronto, ON M5S 2V6

T 416.960.9600

F 416.960.9602

forumresearch.com