The Fight Against Cancer
Canadian Public Opinion

A national survey 1,511 Canadians 18 years of age

Field dates: April 5 to April 6, 2013
METHODOLOGY
Methodology

The survey was conducted online with 1,511 Canadians aged 18 and older using an internet survey programmed and collected by Abacus Data. A random sample of panelists was invited to participate in the survey from a panel of over 150,000 Canadians. The survey was completed from April 5 to 6, 2013.

Since the online survey was not a random, probability based sample, a margin of error could not be calculated. The Marketing Research and Intelligence Association prohibits statements about margins of sampling error or population estimates with regard to most online panels. The margin of error for a probability-based random sample of 1,511 respondents using a probability sample is +/- 2.5%, 19 times out of 20.

The data was weighted according to census data to ensure that the sample matched Canada’s population outside of Quebec according to age, gender, education level, household size and region.

Some charts may not add up to 100 due to rounding

Sample Distribution

<table>
<thead>
<tr>
<th>Region</th>
<th>Unweighted Count</th>
<th>Weighted Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlantic Canada</td>
<td>101</td>
<td>113</td>
</tr>
<tr>
<td>Ontario</td>
<td>808</td>
<td>599</td>
</tr>
<tr>
<td>Quebec</td>
<td>252</td>
<td>351</td>
</tr>
<tr>
<td>Manitoba and Saskatchewan</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Alberta</td>
<td>100</td>
<td>159</td>
</tr>
<tr>
<td>British Columbia</td>
<td>150</td>
<td>204</td>
</tr>
<tr>
<td>Total</td>
<td>1,511</td>
<td>1,526</td>
</tr>
</tbody>
</table>
RESULTS
Likelihood of Winning the Fight Against Cancer

In 10 years, 25 years, or ever?

How likely is it that we will win the fight against cancer within...
Evaluating Progress with Cancer Related Issues

- **Treatments for certain types of cancer**: 34% Great deal, 48% Some, 9% Not much, 3% No progress, 6% Unsure
- **Improving the quality of life for people with cancer**: 30% Great deal, 50% Some, 12% Not much, 3% No progress, 7% Unsure
- **Improving services for cancer survivors and their families**: 23% Great deal, 46% Some, 18% Not much, 3% No progress, 10% Unsure
- **Understanding the causes of cancer**: 20% Great deal, 49% Some, 19% Not much, 5% No progress, 7% Unsure
- **Changing lifestyles to prevent cancer**: 18% Great deal, 49% Some, 23% Not much, 4% No progress, 6% Unsure

In the last 20 years, how much progress, if any, has been made in dealing with the following issues related to cancer?