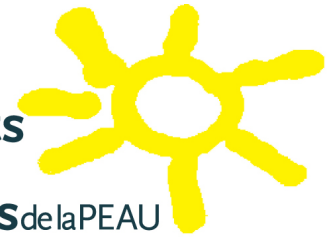




Dermatologists  
Your **SKINexperts**

Les dermatologues  
vos **spécialistes** de la PEAU

Canadian Dermatology Association  
Association canadienne de dermatologie



Date: May 11, 2009

Study Release Date: June 5, 2009

# Canadian Dermatology Association:

## Melanoma Awareness and Attitudes Survey of Canadians

# Methodology

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- From May 7 to May 8, 2009 Angus Reid Strategies conducted an online survey among 1,013 randomly selected Canadian adults who are Angus Reid Forum panelists. The margin of error—which measures sampling variability—is +/- 3.1%, 19 times out of 20. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a representative sample. Discrepancies in or between totals are due to rounding.

Angus Reid Strategies polls are conducted using the Angus Reid Forum online panel ([www.angusreidforum.com](http://www.angusreidforum.com)), which is recruited via an industry-leading process that incorporates a randomized, widespread invitation approach and a triple opt-in screening procedure.

The panel is maintained through state-of-the-art sampling techniques and frequent verifications of personal identity, contact information, and demographic characteristics. This premier online survey platform presents respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses.



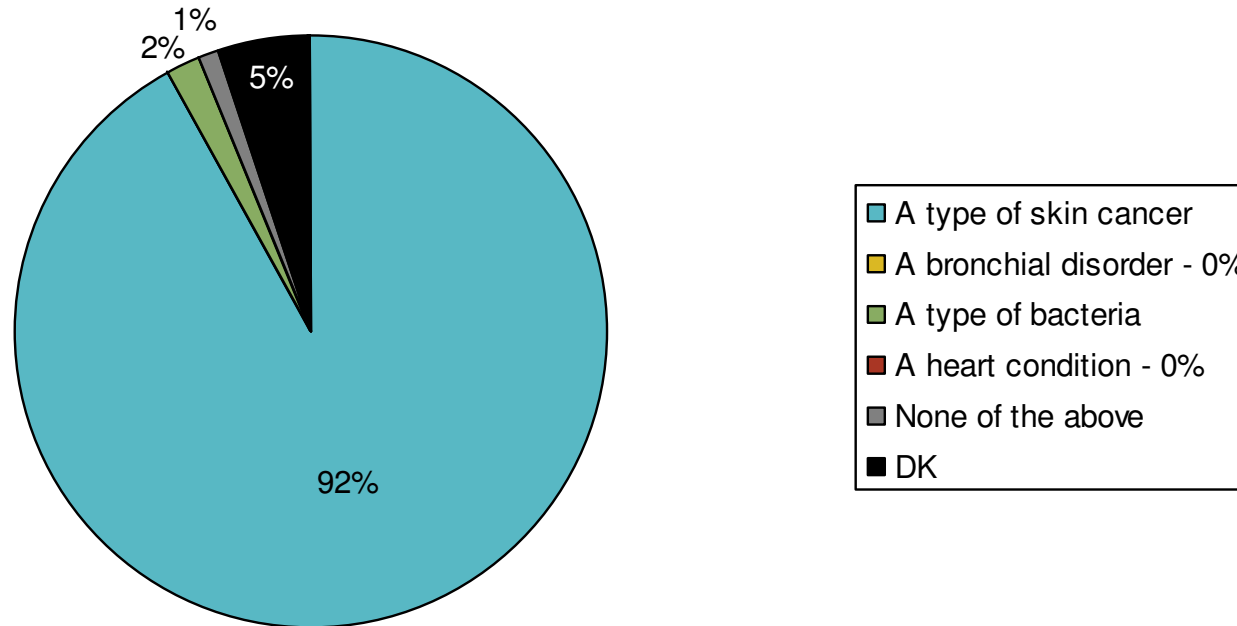
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# Detailed Survey Results

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# Knowledge of Melanoma

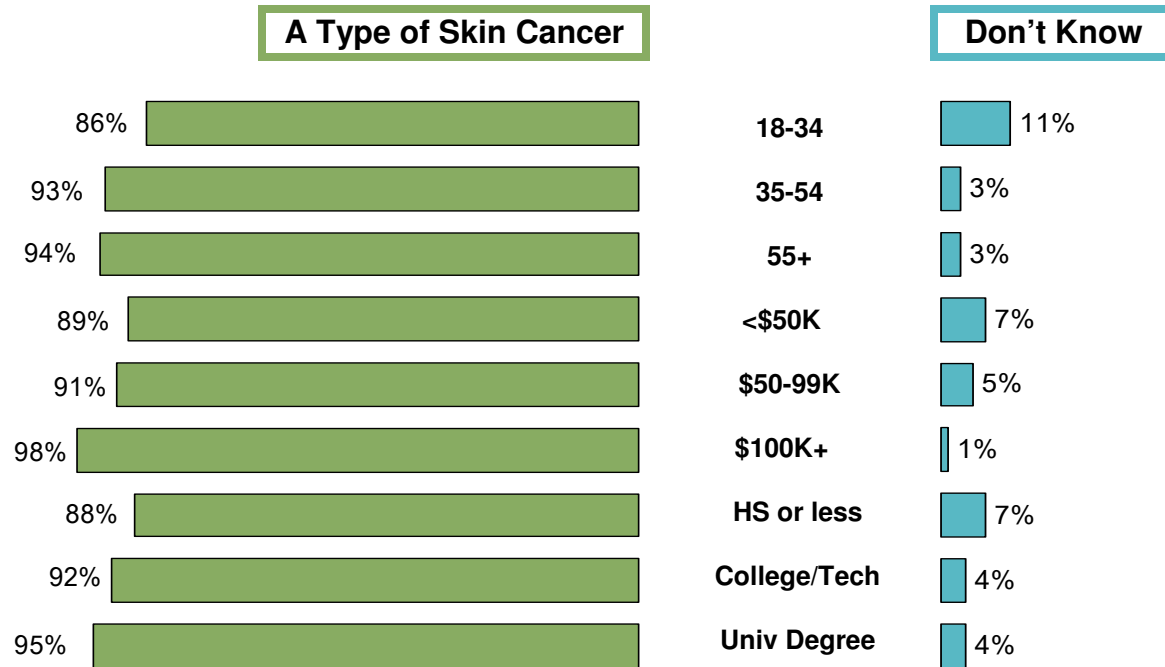
To the best of your knowledge, what is a melanoma?



- ❑ **Most Canadians know what a melanoma is** – 92% say it is a type of skin cancer. Less than one in ten Canadians do not know that a melanoma is a form of skin cancer.
- ❑ **Quebecers were the least likely to know** – with only 84% selecting a type of skin cancer as their response. Quebecers were more likely to select Don't Know (11%). Just over nine in ten BC, Ontario and Atlantic residents selected the correct response (93% each). While 96% of Albertans and 100% of MB/SK residents knew that a melanoma is a type of skin cancer.

# Comparison of Responses: Don't know and Type of Skin Cancer

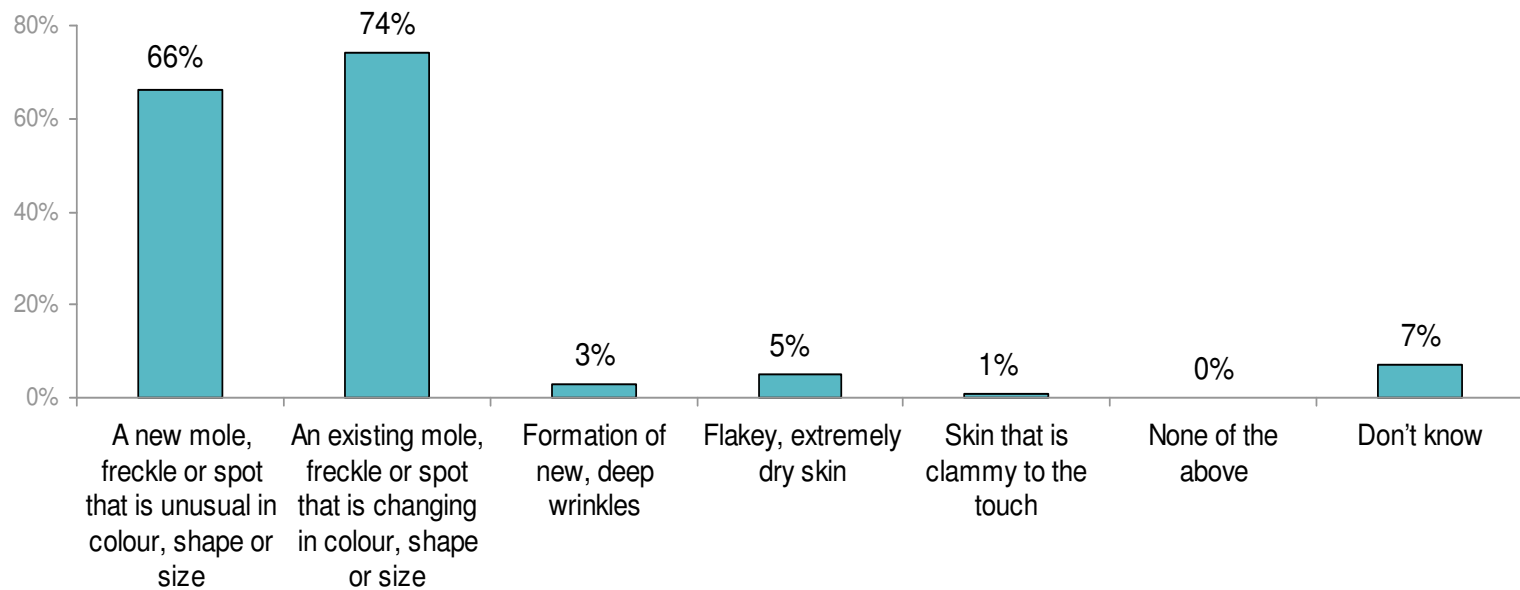
To the best of your knowledge, what is a melanoma?



- ❑ Younger Canadians (14%) are less likely to know that a melanoma is a type of skin cancer, 11% selected don't know. This is compared to 7% of Canadians 35-54 and 6% of Canadians who are 55+ who do not know that a melanoma is a type of skin cancer.
- ❑ Increased income and education correlate with higher awareness that a melanoma is a type of skin cancer. Only 2% of Canadians with incomes of \$100K+ and 5% of Canadians with a university level education did not know that a melanoma is a type of skin cancer. One in ten individuals from the lowest income category (<\$50K) and with a high school education or less did not know that a melanoma is a form of skin cancer.

# Awareness of the Signs of Melanoma

Which of the following do you think are signs of melanoma?

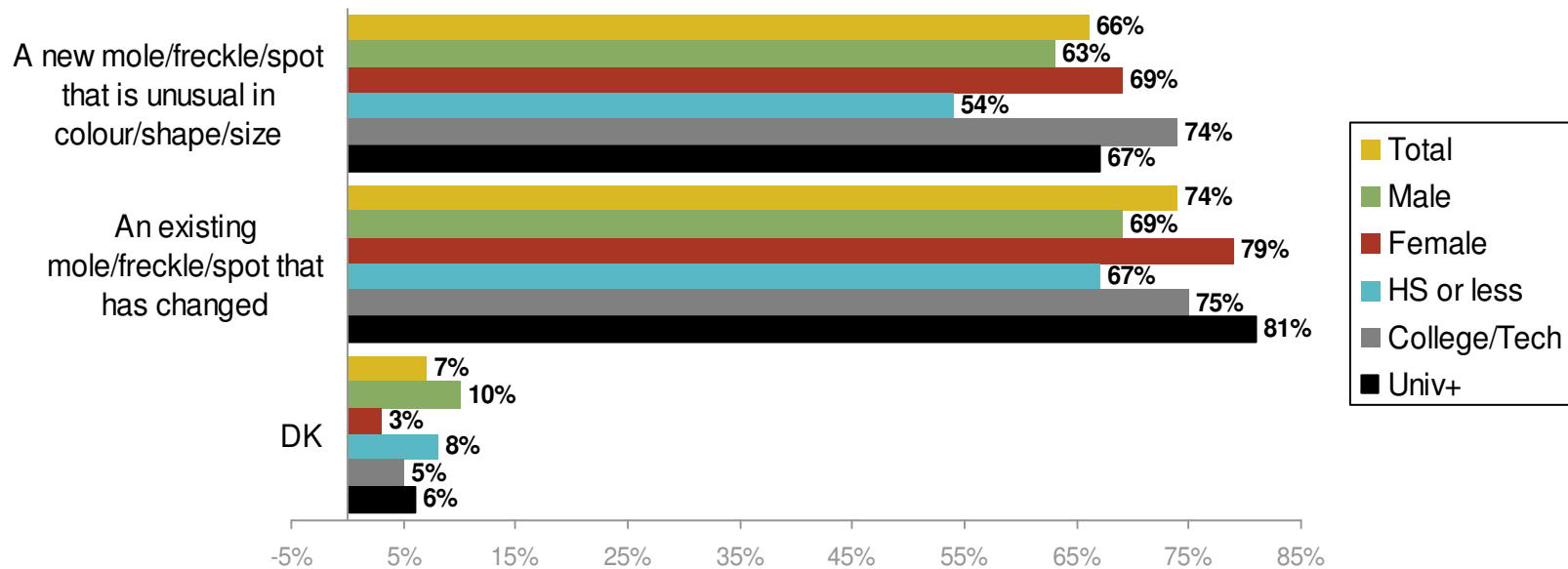


- ❑ **Three in four Canadians correctly identified that an existing mole, freckle or spot that is changing in colour, shape or size as a sign of melanoma. Fewer Canadians, only 66%, correctly identified a new mole, freckle or spot that is unusual in colour, shape or size as a sign of melanoma.**
- ❑ **One in ten Canadians aged 18-34 selected formation of new, deep wrinkles as a sign of melanoma, compared to 0% of Canadians aged 35-54 and 1% of Canadians 55+.**
- ❑ **Canadians who are most likely to say that they don't know are those with incomes <\$50K (9%), with a high school education or less (8%), 18-34 years old (13%) and male (10%).**
- ❑ **Some demographics were more likely to believe flakey, extremely dry skin is a sign of melanoma: females (7%) compared to 4% of males, and 10% of 18-34 year olds and 6% of 55+ year olds compared to only 1% of 35-54 year olds.**

# Awareness of the Correct Signs of Melanoma



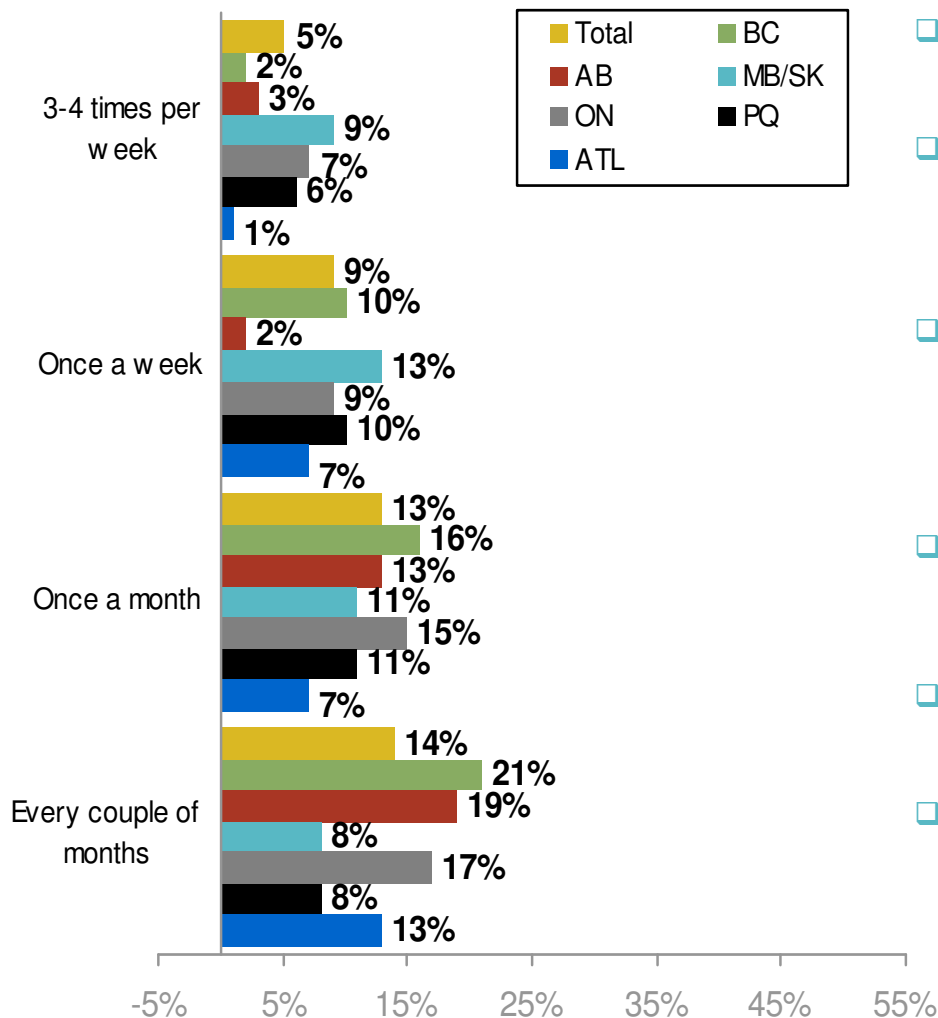
Which of the following do you think are signs of melanoma?



- ❑ Females are more aware of the signs of melanoma - 69% of females selected new mole and 79% selected existing mole compared to 63% of males who selected a new mole and 69% of males who selected an existing mole.
- ❑ Increased education correlates to more awareness of the signs of melanoma. Only about half (54%) of Canadians with a high school level education knew that a new mole/freckle/spot unusual in colour/shape/size was a sign and two in three (67%) knew an existing mole/freckle/spot that has changed is a sign of melanoma.

# Frequency of Checking for Skin Cancer by Province

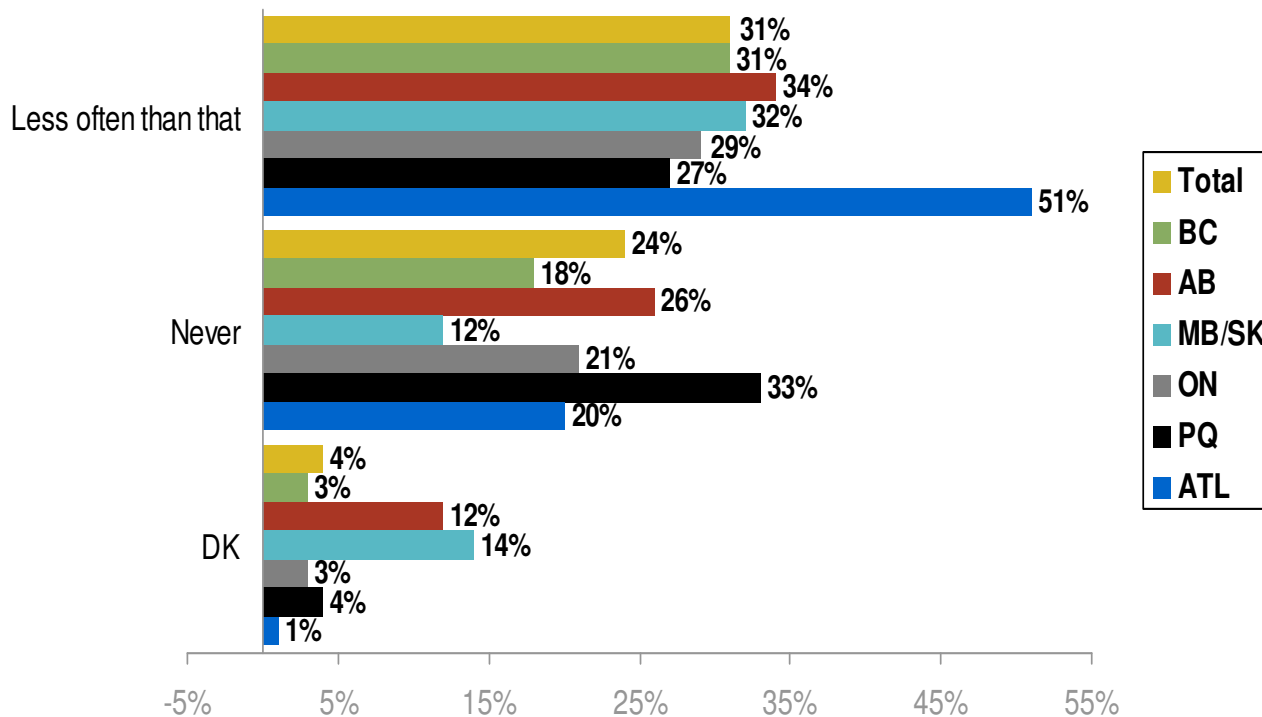
And how often do you check your skin for signs of skin cancer?



- ❑ Saskatchewan/Manitoba residents are most likely to check their skin 3-4 times per week (9%) followed by 7% of Ontarians and 6% of Quebecers.
- ❑ Alberta residents are the least likely to check for signs of cancer weekly (2%), while 13% of Saskatchewan/Manitoba residents, 9% of Ontarians, and 10% of Quebecers and BC residents check their skin for signs of skin cancer weekly.
- ❑ Those who check their skin more than the recommended once a month or every couple of months are: MB/SK: 22%, Ontario: 16% and Quebec: 16%. Only 5% of Alberta residents, 12% of BC residents, 8% of Atlantic Canadians check for signs of skin cancer this frequently.
- ❑ Atlantic Canadians are the least likely to check for skin cancer once a month (7%), while MB/SK residents and Quebecers are the least likely to check for signs of skin cancer every couple of months (8% each).
- ❑ Residents most likely to follow the recommended once per month/every couple of months are from: BC: 37%, Alberta: 32%, Ontario: 32%.
- ❑ Residents more likely to deviate from the recommended frequency for checking skin cancer are from: MB/SK: 19%, Quebecers: 19% and Atlantic Canadians: 20%.

# Frequency of Checking for Skin Cancer by Province

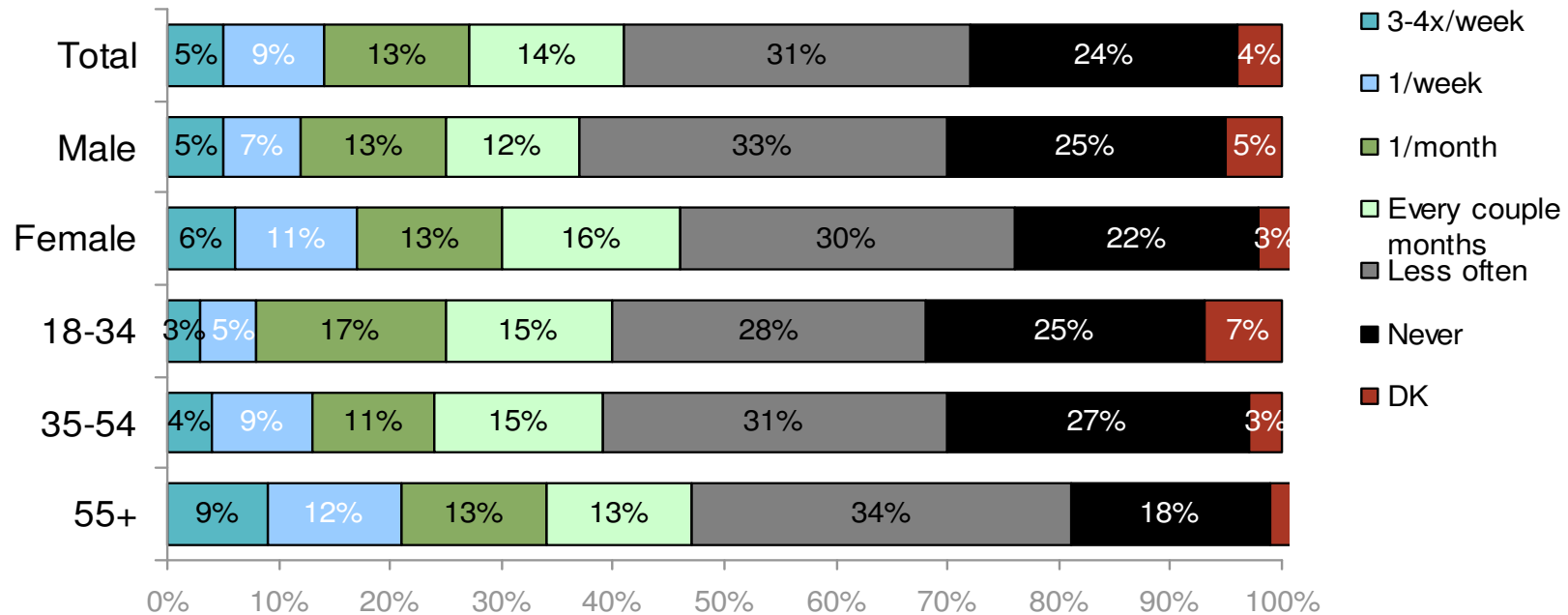
And how often do you check your skin for signs of skin cancer?



- ❑ **Canadians most likely to check for skin cancer less than recommended are from: Atlantic Canada: 71%, Quebec: 60%, and Alberta: 60%. Canadians less likely to report checking for skin cancer less often or never are from: BC: 49%, MB/SK: 44% and Ontario: 50%.**
- ❑ **Albertans and MB/SK residents are the most likely to not know how often they check for skin cancer (12% and 14%, respectively). One in three Quebecers never check for signs of skin cancer, nor do one quarter of Albertans.**
- ❑ **Total responses for those who check for signs of skin cancer every couple of months or more: ATL: 28%, PQ: 35%, AB: 37%, MB/SK: 41%, ON: 48%, BC: 49%.**

# Frequency of Checking for Skin Cancer

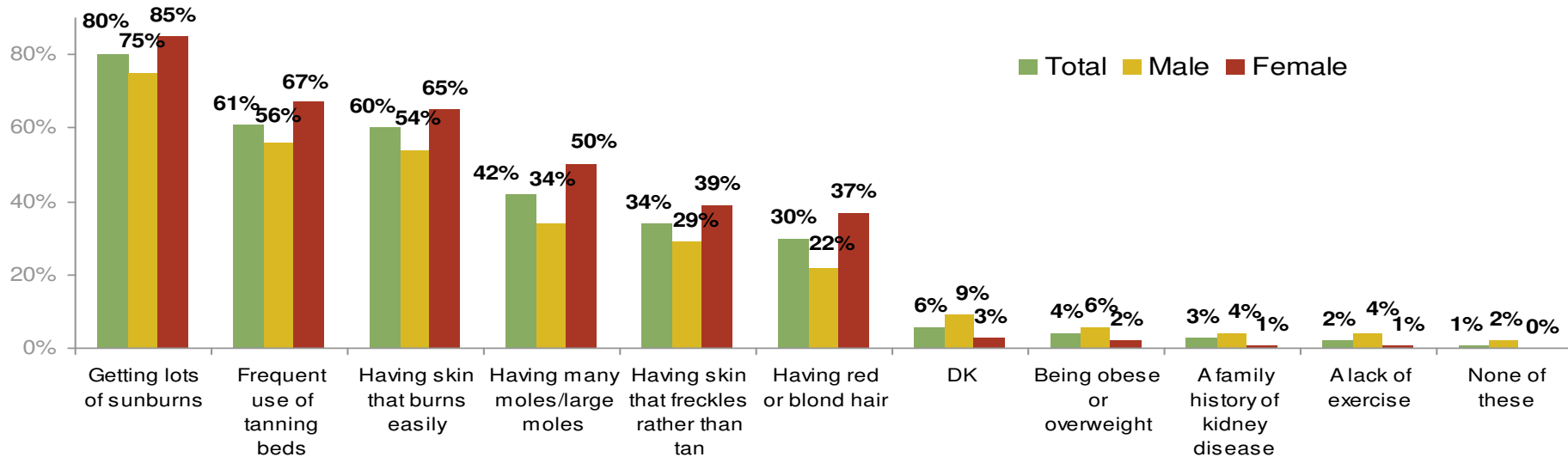
And how often do you check your skin for signs of skin cancer?



- Guidelines state that individuals should check their skin for signs of skin cancer every month or every couple of months. Considering this, fully 55% of Canadians are not checking their skin for signs of skin cancer as often as they should. Men are particularly lapsed in this regard, as 58% do not check their skin as often as they should.
- Meanwhile, older Canadians aged 55+ are most likely to check for skin cancer at least the recommended frequency of every couple of months (47%), as are women (46%). But even among these “more likely” groups, the majority does not check their skin as frequently as they should (52%).

# Awareness of Melanoma Risk Factors

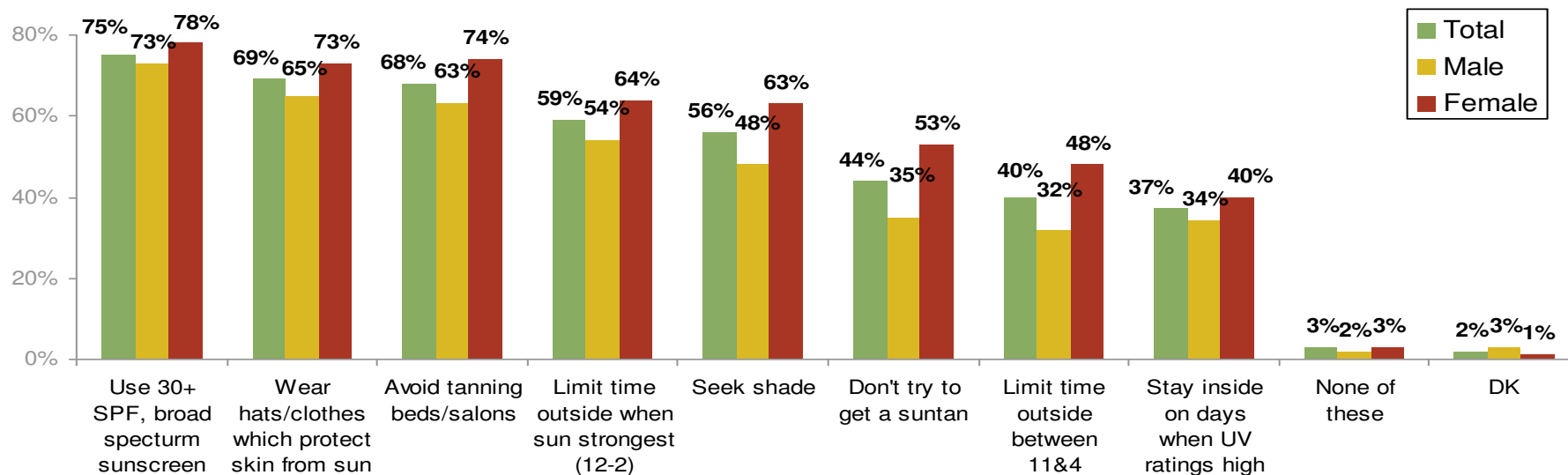
**Which of the following do you think are risk factors for melanoma? That is, what do you think increases your chances of getting a melanoma?**



- ❑ Females select the correct response for the melanoma risk factors about 10 points higher than men. Males were more likely to select the incorrect responses as risk factors for increasing the chance of getting a melanoma: don't know, being obese/overweight, a family history of kidney disease, a lack of exercise, or none.
- ❑ Quebecers and MB/SK residents were the least likely to think having skin that burns easily is a risk factor (50% and 46%, respectively). Quebecers were also significantly less likely to identify that having skin that freckles is a risk (23%), having red or blond hair (19%) were risks. MB/SK residents were significantly more likely to be unaware that getting lots of sunburns is a risk – only 71% identified it as a risk for melanoma.
- ❑ Higher income and educated individuals are more likely to be aware of the risk factors for melanoma – 67% and 69% identify that getting a lot of sunburns is a risk factor, respectively. This is compared to 57% of the lowest income bracket and 48% of those with a high school education or less.
- ❑ High school educated Canadians are the least aware that having skin that freckles, many or large moles, and having red/blonde hair are risks with only 24%, 37% and 20% identifying these risk factors.

# Reducing Chances of Melanoma – What Canadians Would Do

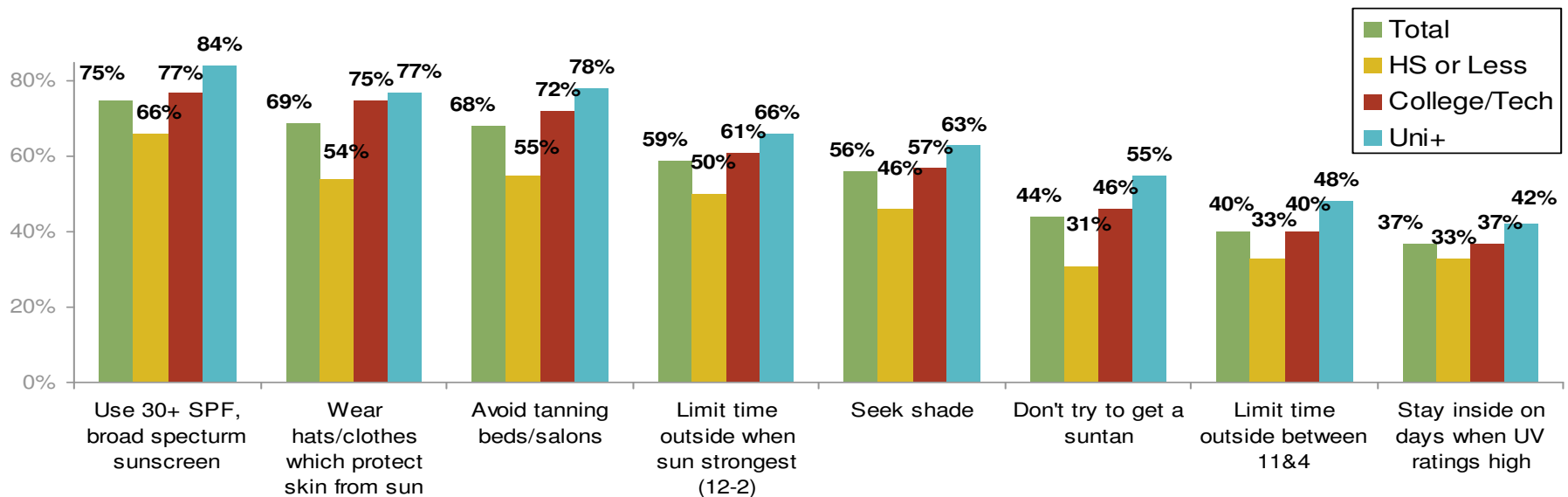
Which of the following would you do, if you knew it could significantly reduce your chances of getting a melanoma?



- Three in four Canadians would use SPF 30+, 69% would wear clothing that protects the skin from the sun, 68% would avoid tanning beds, 59% would limit time in the strongest sun hours, just over half (56%) would seek shade, 44% would avoid suntans and 40% would limit their time outside between 11 and 4.
- While not recommended, 37% say they would stay inside on days when the UV ratings are high. While only 5% of Canadians say they don't know if they would take any of these measures or would not take any of these measures at all.
- Females are the most likely than males to say they will take these measures – responses vary between 5 points (using SPF 30) and 18 points (to avoid trying to get a tan).

# Reducing Chances of Melanoma – What Canadians Would Do

Which of the following would you do, if you knew it could significantly reduce your chances of getting a melanoma?



- ❑ **As education increases so does the likelihood that Canadians will take preventative measures against the chances of getting a melanoma – 78% of university educated Canadians would avoid tanning beds, 77% would wear protective hats/clothing, and 84% would use SPF 30+.**
- ❑ **18-34 year olds are the most likely to avoid getting a tan (74% compared to 64% of 35-54 year olds and 69% of Canadians 55+.**
- ❑ **Canadians with incomes \$100K+ are most likely to seek shade (64%) compared to only half of all other Canadians and use SPF 30+ (85%) compared to only 68% of those with incomes <\$50K and 77% with incomes \$50-99K**

# French vs. English

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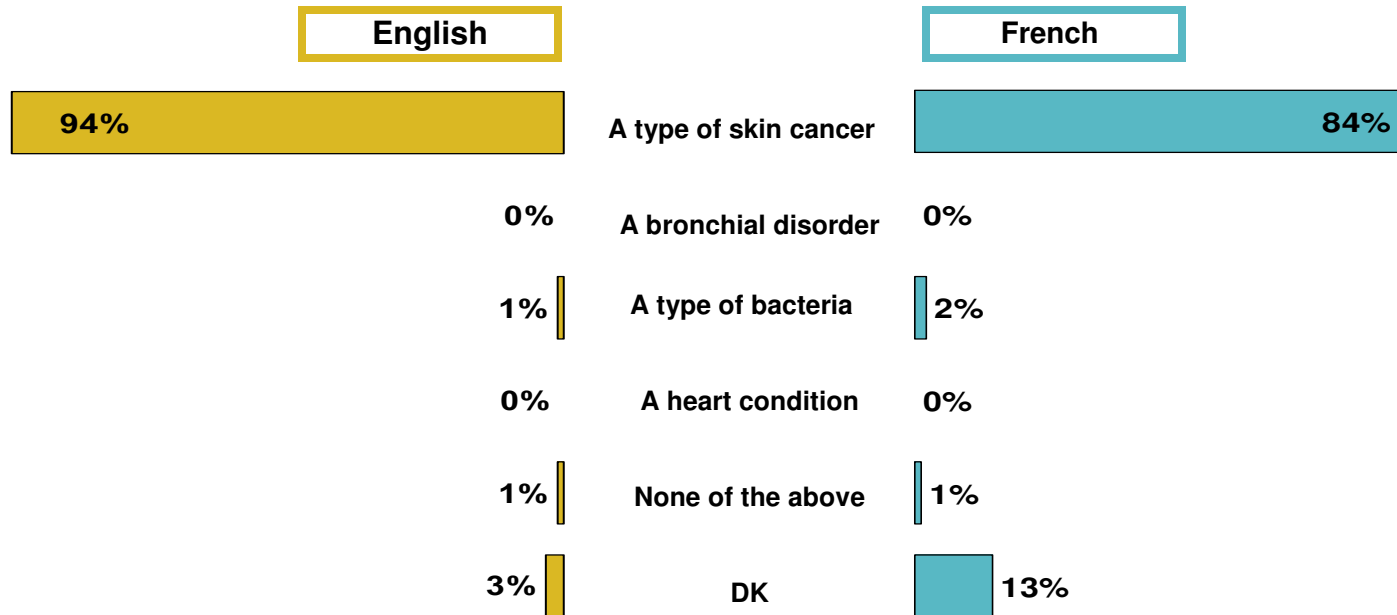
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# What is Melanoma?

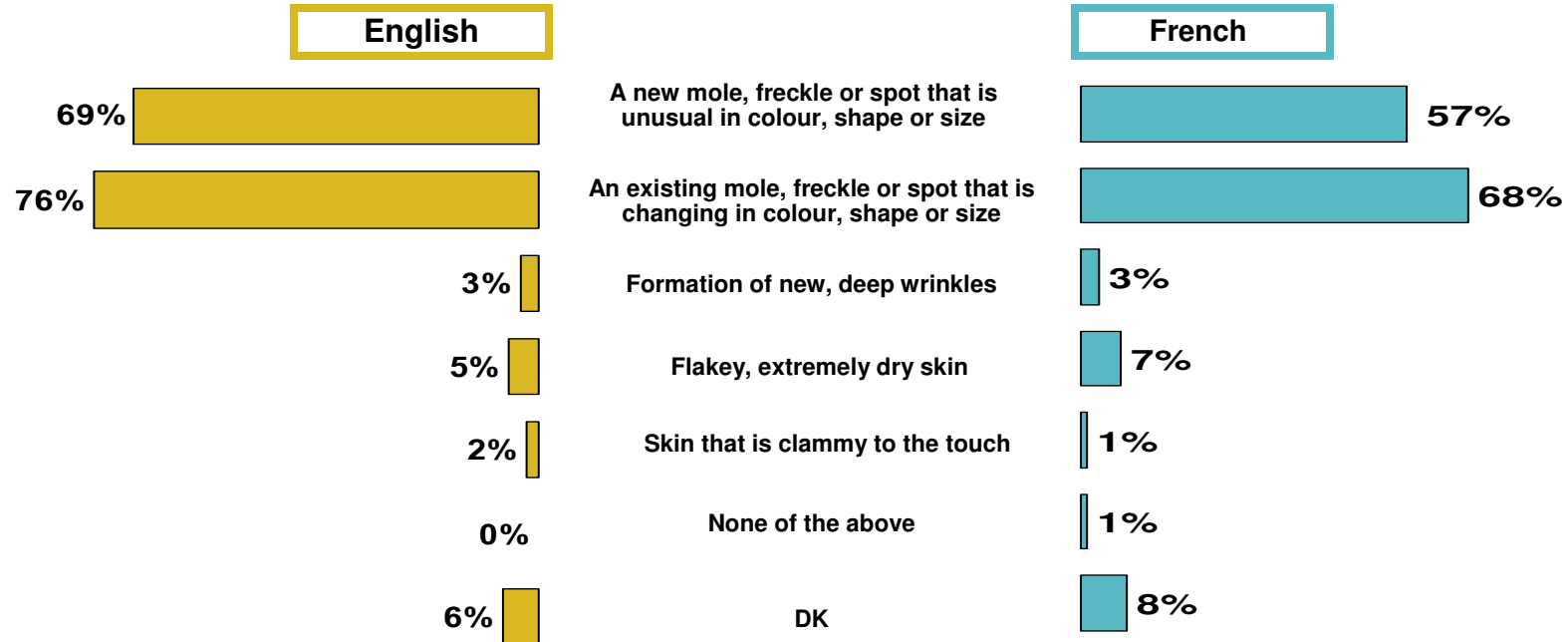
To the best of your knowledge, what is a melanoma?



- ❑ French speaking Canadians are less aware about melanoma. They are 10% less likely to identify a melanoma as a type of skin cancer and are 10% more likely to say they do not know what a melanoma is.

# Signs of Melanoma

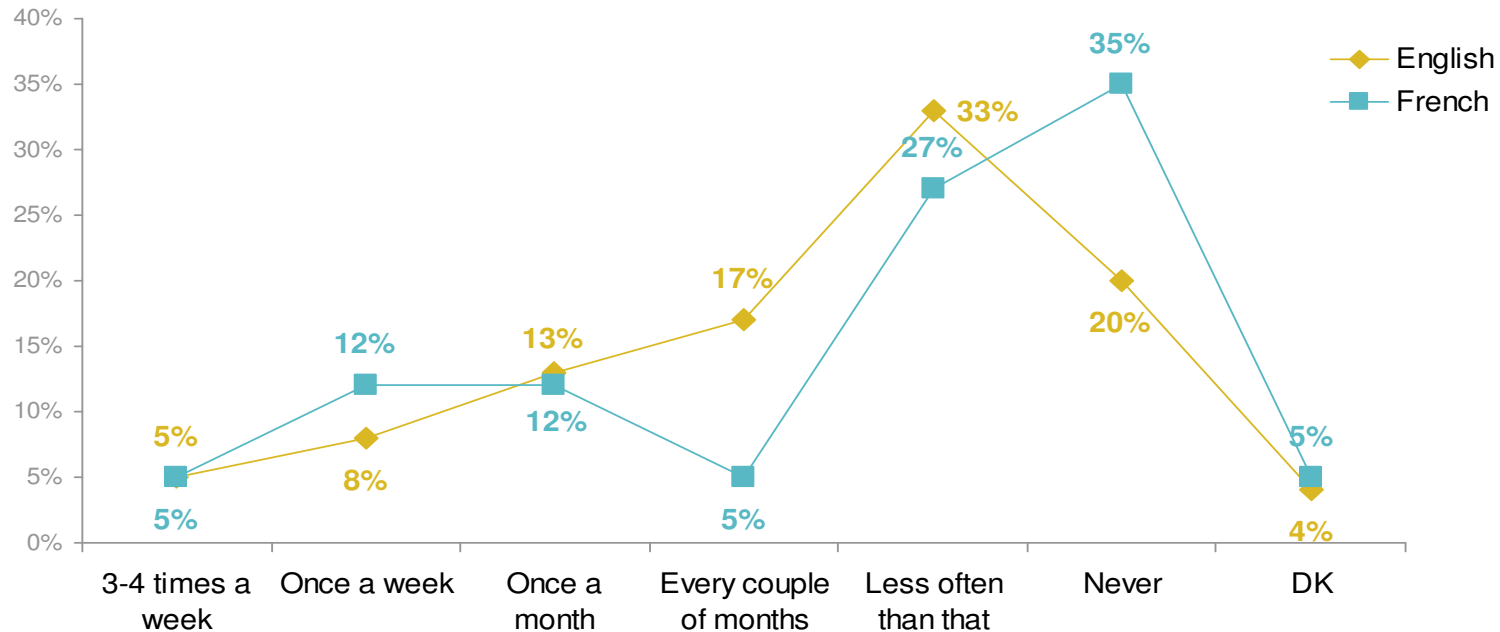
As you may already know, melanoma is a serious form of skin cancer.  
Which of the following do you think are signs of a melanoma? Please select all that apply.



- English speaking Canadians are more likely to identify a new mole/freckle/spot that is unusual in colour, shape or size as a sign of melanoma, 69% compared to 57% of French speaking Canadians.
- English speaking Canadians are also more likely to identify an existing mole/freckle or spot that is changing in colour, shape or size as a sign of melanoma, 76% compared to 68% of French speaking Canadians.

# Checking for Signs of Skin Cancer

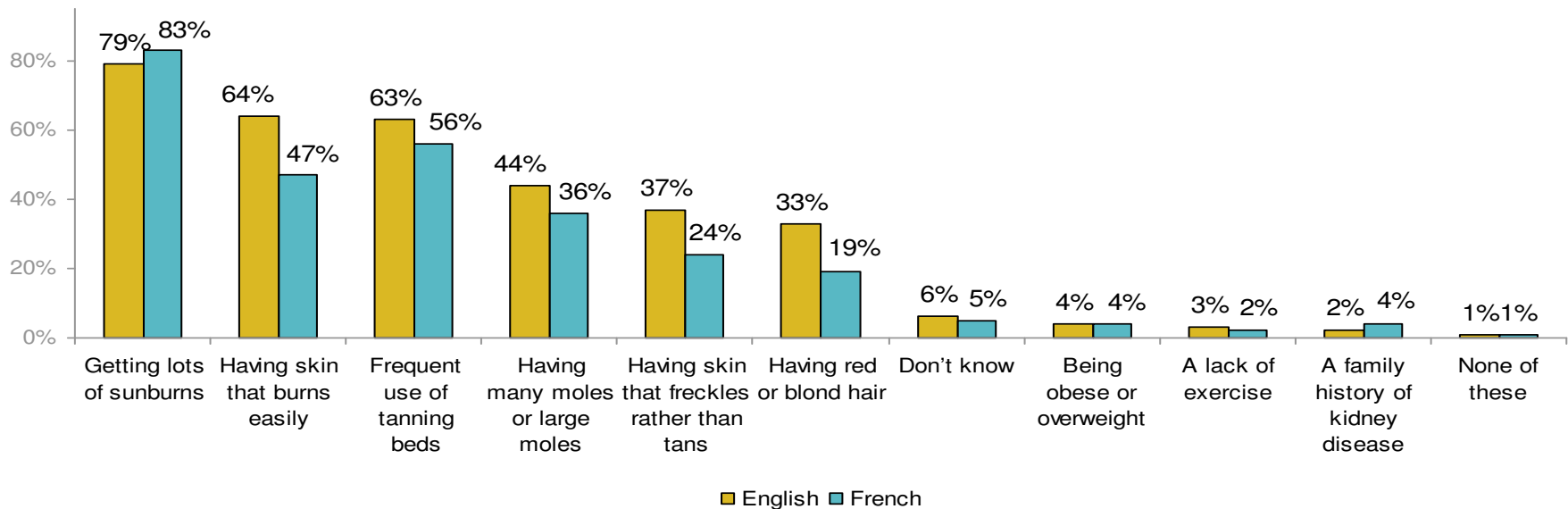
## How often do you look for signs of skin cancer?



- ❑ One in three French speaking Canadians report that they never check their skin for signs of skin cancer compared to one in five English speaking Canadians who report that they never check for signs of skin cancer.
- ❑ English speaking Canadians are more likely to check for signs of skin cancer at least the minimum recommended every couple of months (43%), compared to only 34% of French speaking Canadians.

# Risk Factors for Melanoma

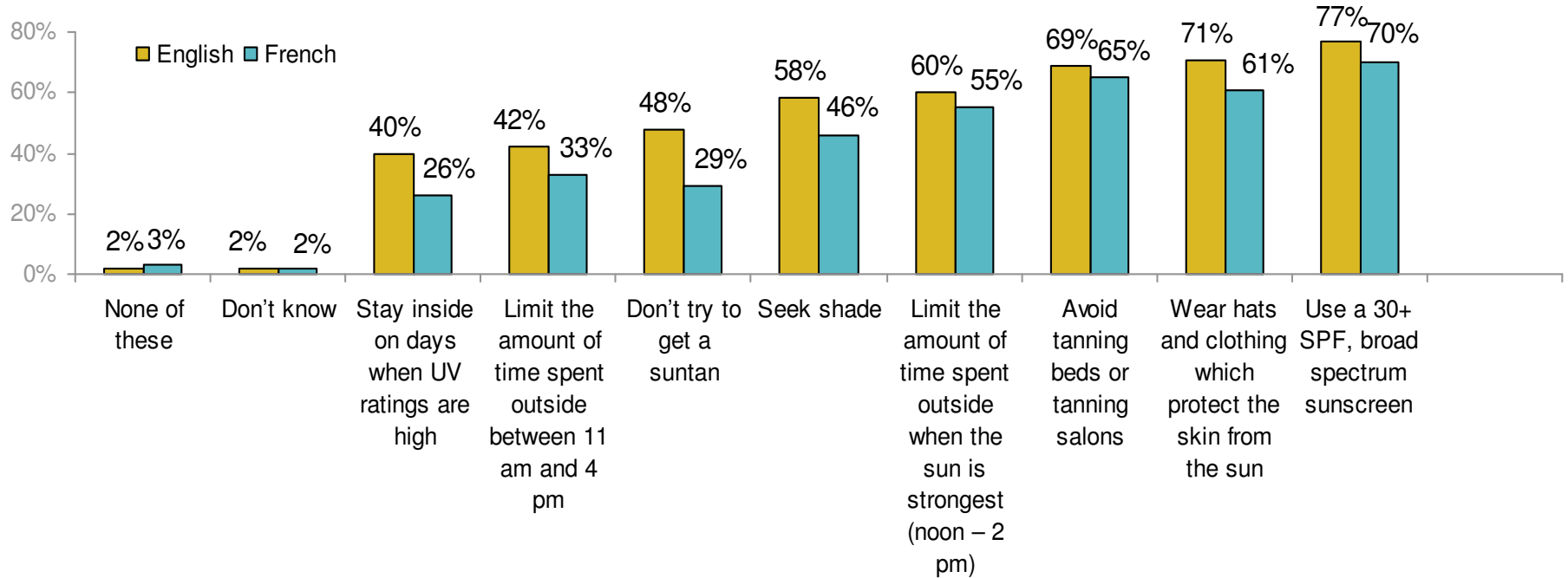
Which of the following do you think are risk factors for melanoma?



- ❑ French speaking Canadians are more likely to identify getting lots of sunburns as a risk for getting melanoma (83% compared to 79% of English speaking Canadians identified this risk factor).
- ❑ English speaking Canadians were significantly more likely to select all other correct risk factors for melanoma. The most significant difference is that 64% of English speaking Canadians say having skin that burns easily is a risk factor for melanoma, while only 47% of French speaking Canadians identify this as a risk.

# Melanoma Preventative Measures

**Which of the following would you do, if you knew it could significantly reduce your chances of getting a melanoma?**



- English speaking Canadians were more likely to go to the extreme by staying inside on days when UV ratings are high (40% compared to only one quarter of French speaking Canadians).
- All recommended preventative measures are more likely to be taken by English speaking Canadians than French. The most significant difference between English and French Canadians is that less than one in three (29%) of French Canadians would avoid trying to get a suntan, where about half (48%) of English speaking Canadians would avoid trying to get a suntan.