



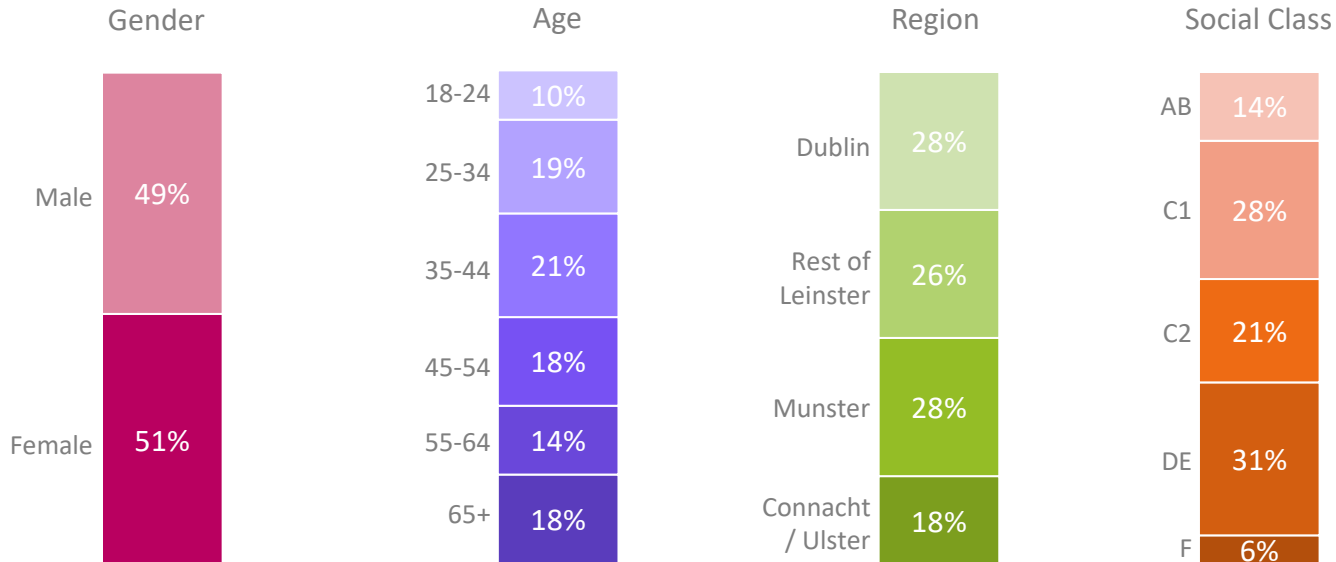
The Marie Keating Foundation Lung Cancer Research Results

October 2023

Research Methodology

- ✓ Research was conducted through an online survey across a nationally representative sample of 1,023 adults aged 18+. Quotas were placed on gender, age, social class and region with weighting applied to ensure final data was representative of these quotas. Research was conducted amongst members of Empathy Research's proprietary research panel.
- ✓ Fieldwork Wave 1 in October 2018 and Wave 2 was conducted in October of 2023
- ✓ The sample size of 1,023 results in a margin of error of +/- 3.2%

Sample Profile







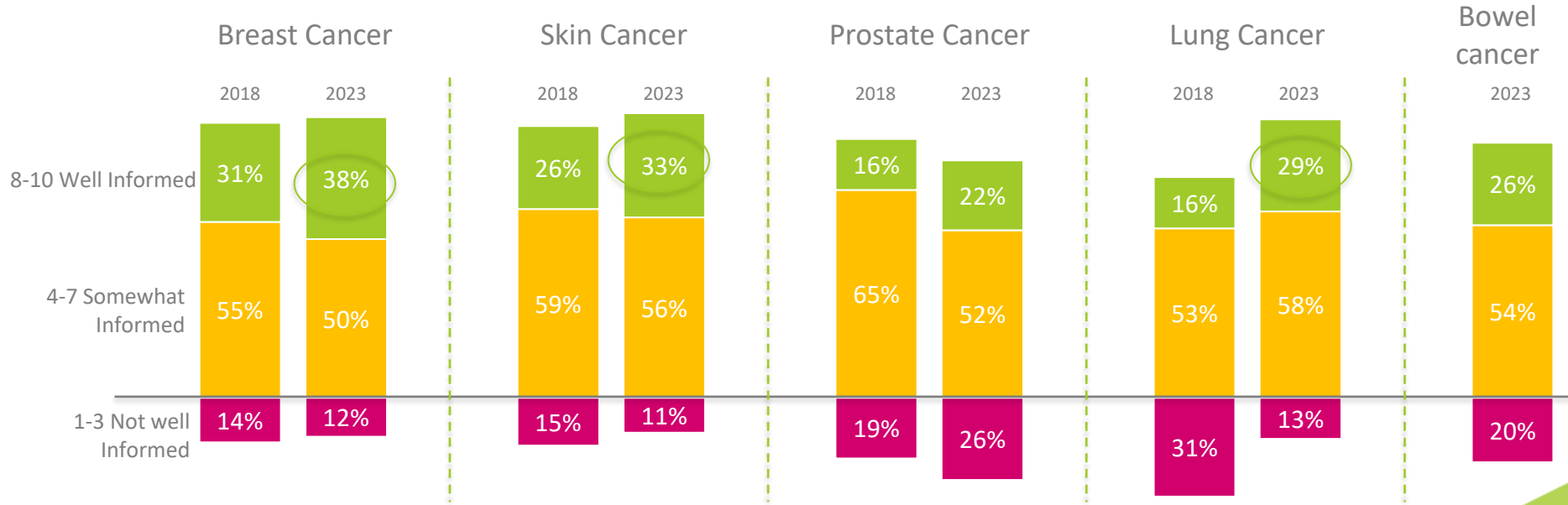
Survey Results

Rating of Knowledge of Symptoms for each type of Cancer

(Base: All adults 18+ n=1,023)

How well informed would you say you are in relation to the signs and symptoms to watch out for in relation to the following types of cancer?

  Significant difference @ 95% confidence level



There has been an increase from 16% to almost 3 in 10 (29%) adults claiming to be well informed when it comes to the signs and symptoms to watch out for in relation to lung cancer, with knowledge about four types of cancer included increasing since 2018 levels.

Rating of Knowledge of Symptoms for each type of Cancer X Demographics

(Base: All adults 18+ n=1,023)

2023 only

How well informed would you say you are in relation to the signs and symptoms to watch out for in relation to the following types of cancer?

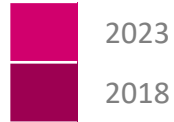
| % 8-10 Well Informed | Total | Gender | | Age Range | | | | | | Region | | | | Social Class | |
|----------------------|-------|--------|--------|-----------|---------|---------|---------|---------|-----|--------|------------------|---------|--------------|--------------|-------|
| | | Male | Female | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | 55 - 64 | 65+ | Dublin | Rest of Leinster | Munster | Conn/ Ulster | Higher | Lower |
| Breast cancer | 38% | 20% | 55% | 27% | 40% | 38% | 41% | 43% | 36% | 36% | 41% | 38% | 39% | 39% | 37% |
| Skin cancer | 33% | 26% | 39% | 29% | 29% | 27% | 33% | 36% | 41% | 34% | 33% | 32% | 31% | 32% | 33% |
| Lung cancer | 29% | 26% | 32% | 33% | 32% | 25% | 22% | 28% | 35% | 31% | 30% | 28% | 25% | 26% | 31% |
| Bowel cancer | 26% | 22% | 30% | 23% | 21% | 18% | 26% | 27% | 40% | 27% | 27% | 25% | 23% | 24% | 27% |
| Prostate cancer | 22% | 25% | 19% | 23% | 18% | 17% | 17% | 25% | 33% | 23% | 20% | 23% | 21% | 22% | 22% |

  Significant difference @ 95% confidence level

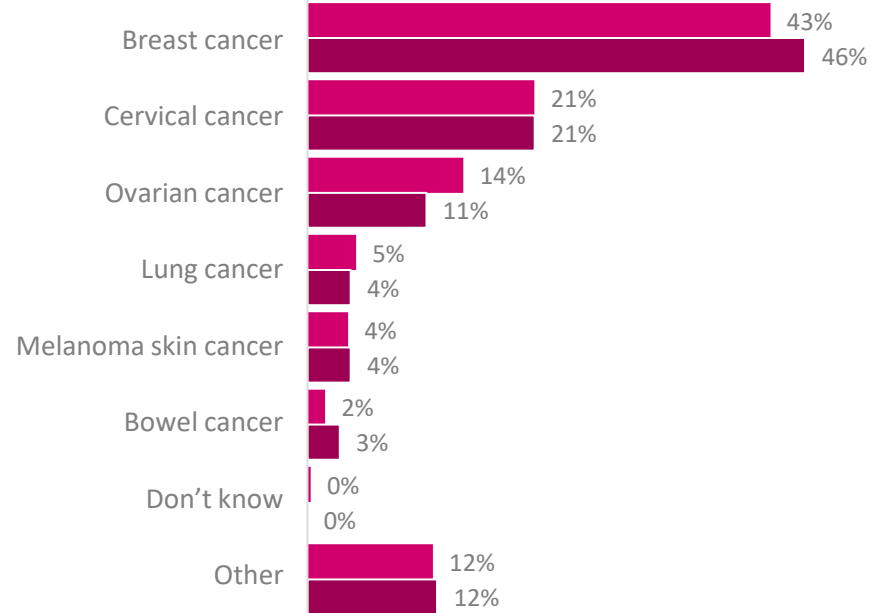
Those aged 35-54 are less likely to claim they are well informed when it comes to the signs and symptoms to watch out for in relation to lung cancer.

Perception of Biggest Cancer Mortality Rates in Women

(Base: All adults 18+ n=1,023)



Which of the following cancers do you think most women die of?



Breast cancer still leads as the type of cancer most women die of, with just 5% believing Lung cancer to be the type of cancer most women die of.

Perception of Biggest Cancer Mortality Rates in Women X Demographics

(Base: All adults 18+ n=1,023)

Which of the following cancers do you think most women die of?

2023 only

| | Total | Gender | | Age Range | | | | | | Region | | | | Social Class | |
|----------------------|-------|--------|--------|-----------|---------|---------|---------|---------|-----|--------|------------------|---------|-------------|--------------|-------|
| | | Male | Female | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | 55 - 64 | 65+ | Dublin | Rest of Leinster | Munster | Conn/Ulster | Higher | Lower |
| Breast cancer | 43% | 47% | 39% | 58% | 47% | 47% | 39% | 40% | 30% | 45% | 42% | 42% | 41% | 47% | 39% |
| Cervical cancer | 21% | 17% | 25% | 13% | 21% | 21% | 24% | 22% | 21% | 19% | 22% | 25% | 16% | 21% | 21% |
| Ovarian cancer | 14% | 13% | 15% | 11% | 11% | 13% | 13% | 16% | 22% | 14% | 13% | 14% | 18% | 13% | 15% |
| Lung cancer | 5% | 6% | 3% | 7% | 4% | 3% | 5% | 5% | 4% | 7% | 5% | 3% | 2% | 4% | 5% |
| Melanoma skin cancer | 4% | 3% | 4% | 3% | 6% | 4% | 3% | 2% | 4% | 4% | 3% | 5% | 3% | 4% | 4% |
| Bowel cancer | 2% | 1% | 2% | 1% | 1% | 2% | 3% | 1% | 1% | 2% | 2% | 1% | 2% | 2% | 1% |
| Don't know | 12% | 12% | 12% | 6% | 9% | 10% | 12% | 13% | 17% | 9% | 11% | 10% | 18% | 9% | 14% |
| Other | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 1% | 0% | 1% | 0% | 0% | 0% | 0% |



Significant difference @ 95% confidence level

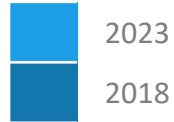
Almost 6 in 10 (58%) of those aged 18-24 believe that breast cancer is the cancer which most women die of. The low level of perception that lung cancer causes the most deaths in women is consistent across demographics.



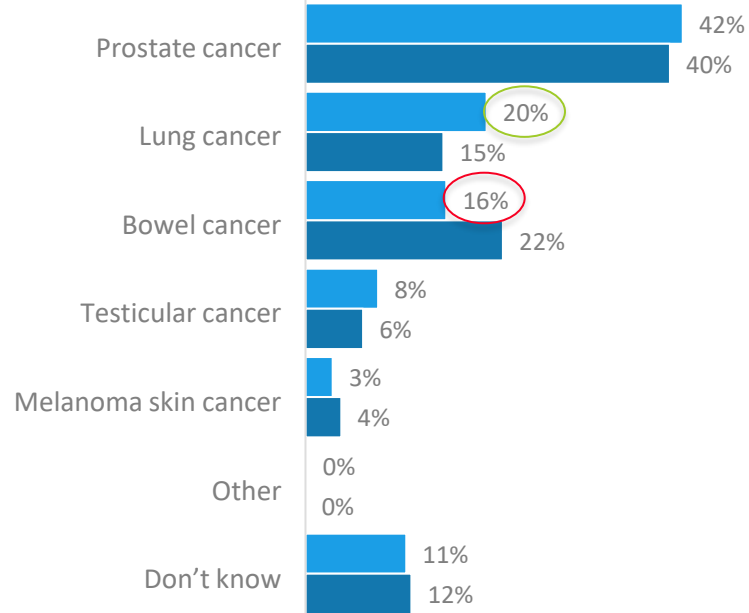
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Perception of Biggest Cancer Mortality Rates in Men

(Base: All adults 18+ n=1,023)



Which of the following cancers do you think most men die of?



 Significant difference @ 95% confidence level

There has been a significant increase (now 20%) in the proportion of adults who believe that lung cancer is the cancer most men die of.

Perception of Biggest Cancer Mortality Rates in Men X Demographics

(Base: All adults 18+ n=1,023)

Which of the following cancers do you think most men die of?

2023 only

| | Total | Gender | | Age Range | | | | | | Region | | | | Social Class | |
|----------------------|-------|--------|--------|-----------|---------|---------|---------|---------|-----|--------|------------------|---------|-------------|--------------|-------|
| | | Male | Female | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | 55 - 64 | 65+ | Dublin | Rest of Leinster | Munster | Conn/Ulster | Higher | Lower |
| Prostate cancer | 42% | 40% | 44% | 37% | 39% | 48% | 45% | 41% | 38% | 42% | 39% | 43% | 44% | 44% | 40% |
| Lung cancer | 20% | 25% | 15% | 28% | 28% | 17% | 19% | 14% | 17% | 21% | 22% | 21% | 15% | 18% | 22% |
| Bowel cancer | 16% | 13% | 18% | 5% | 10% | 14% | 17% | 21% | 24% | 17% | 17% | 14% | 13% | 15% | 16% |
| Testicular cancer | 8% | 8% | 8% | 19% | 12% | 8% | 6% | 3% | 4% | 7% | 8% | 11% | 7% | 8% | 8% |
| Melanoma skin cancer | 3% | 3% | 3% | 4% | 3% | 2% | 2% | 4% | 4% | 3% | 3% | 2% | 4% | 3% | 3% |
| Other | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 0% |
| Don't know | 11% | 11% | 11% | 7% | 8% | 11% | 11% | 17% | 13% | 10% | 10% | 9% | 17% | 11% | 12% |



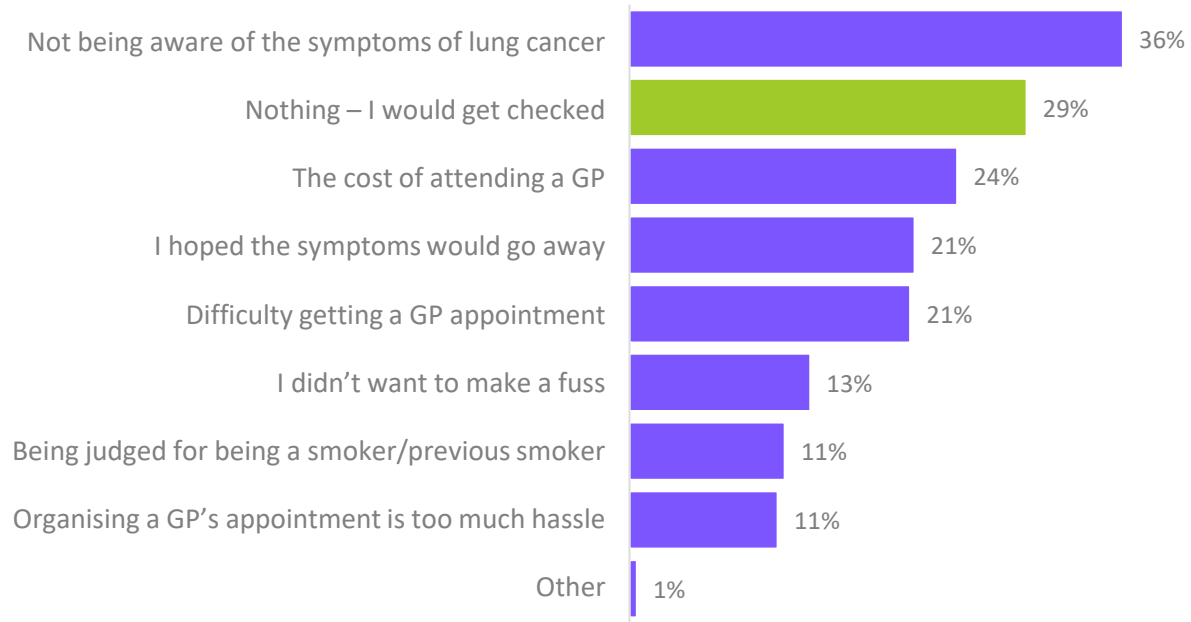
Significant difference @ 95% confidence level

The perception that lung cancer is the cancer which most men die of is higher amongst males (25%) than females (15%).

Possible Reasons Preventing to Check Lung Cancer Symptoms

(Base: All adults 18+ n=1,023)

Which of the following reasons, if any, would deter you from getting lung cancer symptoms checked?



Just over a third (36%) of adults claim not being aware of the symptoms of lung cancer would deter them from getting lung cancer symptoms checked, with almost 3 in 10 (29%) claiming nothing would deter them. Almost a quarter (24%) claiming the cost of attending a GP would deter them from getting lung cancer symptoms checked.



Possible Reasons Preventing to Check Lung Cancer Symptoms x Demographics

(Base: All adults 18+ n=1,023)

Which of the following reasons, if any, would deter you from getting lung cancer symptoms checked?

2023 only

| | Total | Gender | | Age Range | | | | | | Region | | | | Social Class | |
|--|-------|--------|--------|-----------|---------|---------|---------|---------|-----|--------|------------------|---------|--------------|--------------|-------|
| | | Male | Female | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | 55 - 64 | 65+ | Dublin | Rest of Leinster | Munster | Conn/ Ulster | Higher | Lower |
| Not being aware of the symptoms of lung cancer | 36% | 38% | 35% | 45% | 48% | 42% | 34% | 27% | 23% | 39% | 37% | 33% | 36% | 41% | 33% |
| Nothing – I would get checked | 29% | 27% | 32% | 12% | 15% | 21% | 27% | 42% | 56% | 24% | 29% | 33% | 34% | 27% | 32% |
| The cost of attending a GP | 24% | 25% | 24% | 32% | 38% | 28% | 20% | 19% | 10% | 28% | 23% | 23% | 23% | 26% | 23% |
| I hoped the symptoms would go away | 21% | 21% | 21% | 26% | 19% | 20% | 23% | 23% | 18% | 24% | 21% | 21% | 17% | 22% | 21% |
| Difficulty getting a GP appointment | 21% | 19% | 22% | 17% | 29% | 25% | 22% | 15% | 12% | 24% | 23% | 16% | 20% | 24% | 19% |
| I didn't want to make a fuss | 13% | 15% | 12% | 15% | 20% | 17% | 12% | 9% | 6% | 14% | 14% | 14% | 11% | 13% | 14% |
| Being judged for being a smoker/previous smoker | 11% | 12% | 11% | 19% | 13% | 9% | 12% | 10% | 8% | 12% | 10% | 14% | 9% | 11% | 12% |
| Organising a GP's appointment is too much hassle | 11% | 12% | 10% | 14% | 20% | 9% | 11% | 6% | 7% | 13% | 12% | 10% | 7% | 14% | 9% |
| Other | 1% | 1% | 1% | 0% | 0% | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 0% | 1% | 0% |



Those aged 25-34 are more likely to claim



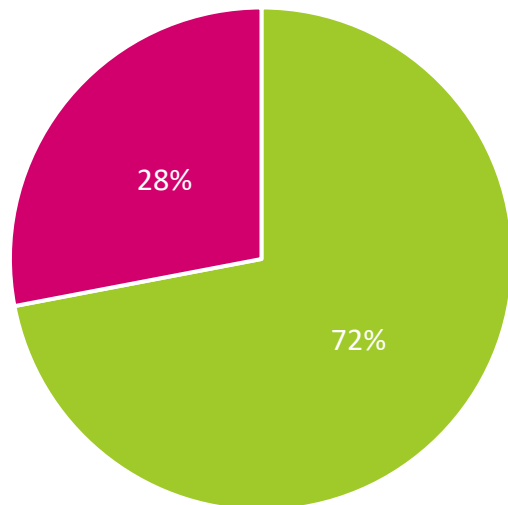
Likelihood of Participating in a Screening Programme for each type of Cancer

(Base: All adults 18+ n=1,023)

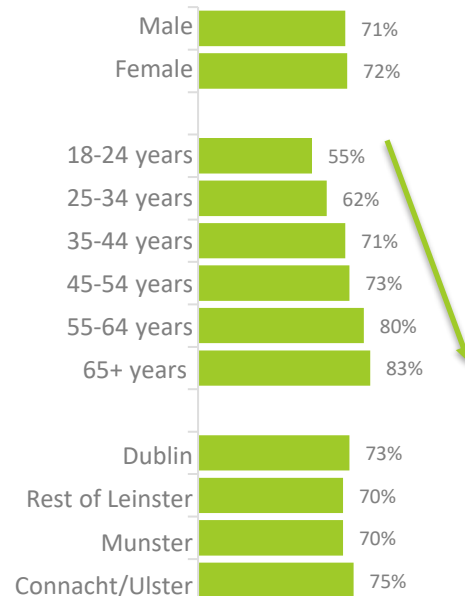
2023 only

  Significant difference @ 95% confidence level

If there was a lung cancer screening programme available in Ireland, would you be likely to avail of it?



Profile of those likely to participate in a lung cancer screening programme



Almost three quarters (72%) of adults would be likely to participate in a lung cancer screening programme, with intention to do so increasing with age.



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Key Findings

Key Findings – Lung Cancer Research

1. There has been an increase from 16% to almost 3 in 10 (29%) adults claiming to be well informed when it comes to the signs and symptoms to watch out for in relation to lung cancer. Those aged 35-54 are less likely to claim they are well informed when it comes to the signs and symptoms to watch out for in relation to lung cancer.
2. Breast cancer still leads as the type of cancer most women die of, with just 5% believing Lung cancer to be the type of cancer most women die of. However, there has been a significant increase (now 20%) in the proportion of adults who believe that lung cancer is the cancer most men die of.
3. Almost 6 in 10 (58%) of those aged 18-24 believe that breast cancer is the cancer which most women die of. The low level of perception that lung cancer causes the most deaths in women is consistent across demographics.
4. Just over a third (36%) of adults claim not being aware of the symptoms of lung cancer would deter them from getting lung cancer symptoms checked.
5. Almost three quarters (72%) of adults would be likely to participate in a lung cancer screening programme, with intention to do so increasing with age. Amongst those unlikely to participate in a lung cancer screening programme, just over a third (34%) claim the fear of finding something wrong would prevent them from participating, with almost 3 in 10 (28%) claiming they believe they are healthy and not at risk of cancer



Thank You!
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