

Prostate Cancer Awareness Survey

*Men at risk:
The prostate cancer
testing gap*

September 26, 2019



Key findings

From May-July 2019, Prostate Cancer Canada carried out an online survey of Canadians. 4,218 Canadian men responded to the survey. The key findings:

- Prostate Cancer Canada estimates that **1 in 4 Canadian men** (24 per cent of survey respondents) over 50 have never sought early prostate cancer testing through the prostate specific antigen (PSA) blood test. This represents an estimated **1.5 million men**.
- **75 per cent of surveyed men** over 50 know that prostate cancer is the most common cancer in men. 22 per cent of these men have never had a PSA test.
- **72 per cent of surveyed men** know that survival is close to 100 per cent when detected early.
- This gap between awareness and action means **many Canadian men are putting their health at risk**.



Prostate cancer facts

- 1 in 7 Canadian men will be diagnosed with prostate cancer. (Note: In September 2019, The Canadian Cancer Society issued a report indicating an updated estimate of 1 in 9 men. Prostate Cancer Canada will update our materials in the coming months to reflect this new number, but for the time being, we will continue to use the 2017 estimate) Prostate cancer is the most common cancer in Canadian men
- Every day in Canada, an average of
 - 58 men are diagnosed with prostate cancer
 - 11 men die from the disease
- If detected early – survival is close to 100 per cent
- If detected late – 3 of 4 men will die
- 98% of prostate cancer cases are diagnosed in men over the age of 50 and 99.8% of prostate cancer deaths occur in men over the age of 50
- Since Prostate Cancer Canada was created in 1994, the death rate from prostate cancer has dropped by 50 per cent

The prostate specific antigen (PSA) blood test and early detection

- The PSA test is usually the first test used to detect prostate cancer, followed by other tests to determine if cancer is present
- The PSA test is a blood test measuring the amount of the PSA protein. It's normal to have PSA in your blood – but high levels can mean something is wrong – potentially prostate cancer
- Before getting tested, a man should discuss advantages and disadvantages with his doctor
- A man may be at higher risk if he is older than 50 as risk increases with age; has a family history of prostate cancer; is black
- Testing should start at age 50 or at 45 if at high risk
- The frequency of testing depends on PSA levels and can be different for each man
- Testing should stop depending on PSA level, age and general health. The usual age to stop testing is 70, or in the 60s if PSA levels are low



Survey background

Prostate Cancer Canada developed a survey to learn more about Canadians' awareness and understanding of prostate cancer. The electronic survey was shared across the country between May–July, 2019 in English and French. The survey typically took less than five minutes to complete and asked questions on knowledge of prostate cancer, awareness of prostate cancer, experiences with prostate cancer, preferences for health information, and demographics.

Results

A total of 5,126 Canadians responded. Given the large sample size, we are 95 per cent confident that the results accurately reflect all Canadians.

The average respondent was

- male - 82% (n=4,218)
- between the ages of 50 and 59 - 35% (n=1,795)
- living in Ontario - 32% (n=1,584)
- white - 79% (n=4,028)
- English-speaking - 91% (n=4,683)

See **Error! Reference source not found.** for breakdown of respondents' demographics.

Other findings

- Almost 1 in 2 Canadians knows someone who has been diagnosed with prostate cancer, namely a family member, friend, or colleague (47%, n=2,477). This excludes all respondents who reported having been diagnosed with prostate cancer.
- 1 in 5 Canadians have been closely affected by prostate cancer, meaning they have been diagnosed or have a father or brother who has been diagnosed (21%, n=1,097).
- Prostate cancer awareness
 - The majority of respondents know that prostate cancer is the most common cancer among Canadian men (72.8%, n=3,427)
 - More than two-thirds know that survival is close to 100 per cent if diagnosed early (68%, n=3,219).



- One-third know that 50 to 59 years old is the recommended age for a first PSA test for most men (34%, n=1,591).
- Respondents aged 50 and over have better knowledge of the prevalence of prostate cancer, survival rate if diagnosed early, and recommended age for first PSA test than those under 50
- A majority of Canadians know that age is a risk factor for prostate cancer (70%, n=3,314).

Appendix 1 – Survey response demographics

Demographic information (gender, location, age, racial or ethnic group, and language preference for health resources) of respondents.

| Demographics – All Respondents (n=5,126) | Count | Percent |
|--|-------|---------|
| Gender | | |
| Man | 4,218 | 82.3% |
| Woman | 837 | 16.3% |
| Prefer to self-identify | 17 | 0.3% |
| Prefer not to answer | 54 | 1.1% |
| Location | | |
| Alberta | 597 | 11.6% |
| British Columbia | 786 | 15.3% |
| Manitoba | 439 | 8.6% |
| New Brunswick | 171 | 3.3% |
| Newfoundland and Labrador | 108 | 2.1% |
| Northwest Territories | 4 | 0.1% |
| Nova Scotia | 458 | 8.9% |
| Nunavut | 4 | 0.1% |
| Ontario | 1,584 | 30.9% |
| Prince Edward Island | 33 | 0.6% |
| Quebec | 482 | 9.4% |
| Saskatchewan | 406 | 7.9% |
| Yukon | 8 | 0.2% |
| Prefer not to answer | 46 | 0.9% |
| Age | | |
| Under 20 years old | 33 | 0.6% |
| 20-39 years old | 860 | 16.8% |
| 40-49 years old | 999 | 19.5% |
| 50-59 years old | 1,795 | 35.0% |
| 60-69 years old | 800 | 15.6% |
| 70-79 years old | 488 | 9.5% |
| 80 years old or older | 89 | 1.7% |
| Prefer not to answer | 62 | 1.2% |

| Demographics – All Respondents (n=5,126) | Count | Percent |
|---|--------------|----------------|
| Racial or ethnic group (choose all that apply) | | |
| Black | 417 | 8.1% |
| White | 4028 | 78.6% |
| East Asian | 140 | 2.7% |
| South Asian | 180 | 3.5% |
| South East Asian | 125 | 2.4% |
| Indigenous | 202 | 3.9% |
| Middle Eastern | 50 | 1.0% |
| Latin American | 51 | 1.0% |
| Other | 18 | 0.4% |
| Prefer not to answer | 80 | 1.6% |
| Language preference | | |
| English | 4683 | 91.4% |
| French | 385 | 7.5% |
| Other | 19 | 0.4% |
| Prefer not to answer | 39 | 0.8% |



Appendix 2 - Survey

Prostate Cancer Canada (PCC) has put together this short survey to let us understand what Canadians know about prostate cancer and where they might need more information. Your responses will help PCC develop new health education materials and awareness programs to help Canadians lead healthier lives

This survey will take around 5 minutes to finish and at the end you will have a chance to enter a draw to win a \$100 gift card!

We take privacy seriously and will protect survey data. This confidential survey will be reported as a summary and will not identify individuals. We will not share individual responses with any other organization.

Thank you for taking part in this survey. Your insights will help improve educational materials for Canadians today and in the future.

Questions about prostate cancer

Prostate cancer is the _____ commonly diagnosed cancer among Canadian men (fill in the blank).

- Most
- Third most
- Fifth most
- Tenth most
- I don't know

If prostate cancer is diagnosed at an early stage, survival is usually close to:

- 100%
- 75%
- 50%
- 25%
- I don't know

Questions about prostate cancer

My risk of developing prostate cancer is:

- Above average
- Average
- Below average
- I don't know
- I don't have a prostate/does not apply

A PSA (prostate specific antigen) test is a blood test that can help detect prostate cancer. At what age do you think most men should consider getting their first PSA test?

- Under 30 years old
- 30 - 39 years old
- 40 - 49 years old
- 50 - 59 years old
- 60 - 69 years old
- 70 - 79 years old
- I don't know

Which of the following increases the risk of developing prostate cancer? (Pick all that apply)

- Age
- Alcohol Use
- Family history of prostate cancer
- Obesity
- Race
- Sunlight
- Tobacco Use
- I don't know

Questions about prostate cancer

Race is a risk factor for developing prostate cancer. Which group has the highest risk of developing prostate cancer?

- Black (e.g. Jamaican, Somali, African Canadian)
- East Asian (e.g. Chinese, Japanese, Korean)
- South Asian (e.g. Indian, Pakistani, Sri Lankan)
- White (e.g., Italian, Portuguese, Russian)
- Other (please specify)
- I don't know

Questions about prostate cancer

When was the last time you got a PSA test?

- Less than a year ago
- 1-2 years ago
- 3-5 years ago
- More than 5 years ago
- Never had a PSA test
- I don't know
- Prefer not to answer



Have you ever been diagnosed with prostate cancer?

- Yes
- No
- Prefer not to answer

Have any of the following people been diagnosed with prostate cancer? (pick all that apply)

- My brother or father
- Other relative (e.g. cousin, grandfather, uncle)
- Friend or colleague
- No family member or friend has been diagnosed with prostate cancer
- I don't know
- Prefer not to answer

Which of the following sources would you trust most if you wanted to learn about prostate cancer? (Pick up to three)

- American Cancer Society
- Canadian Cancer Society
- Doctor or other health care professional
- Hospital or cancer centre
- Health website
- Movember
- Pharmacy
- Prostate Cancer Canada
- Wikipedia
- Other (please specify)
- I don't know

Questions about you

What is your age?

- Under 20 years old
- 20-39 years old
- 40-49 years old
- 50-59 years old
- 60-69 years old
- 70-79 years old
- 80 years old or older
- Prefer not to answer

What is your gender?

- Man
- Woman
- Prefer to self-identify (please specify)
- Prefer not to answer

Which of the following best describes your racial or ethnic group? (Pick all that apply)

- Black - African (e.g. Ghanaian, Kenyan, Somali)
- Black - Caribbean/Latin American (e.g. Jamaican, Brazilian, Cuban)
- Black - Canadian and/or American
- White - North American, European (e.g., Canadian, Portuguese, Italian)
- East Asian (e.g. Chinese, Korean, Japanese)
- South Asian (e.g. Indian, Pakistani, Indo-Caribbean)
- South East Asian (e.g. Filipino, Malaysian, Vietnamese)
- Indigenous (e.g. Inuit, Métis, First Nations)
- Middle Eastern (e.g. Egyptian, Iranian, Lebanese)
- Latin American (e.g. Argentinean, Chilean, Salvadorian)
- Other (please specify)
- Prefer not to answer

I prefer to discuss or read about my health in:

- English
- French
- Other (please specify)
- Prefer not to answer

Where do you live?

- Alberta
- British Columbia
- Manitoba
- New Brunswick
- Newfoundland and Labrador
- Northwest Territories
- Nova Scotia
- Nunavut
- Ontario
- Prince Edward Island
- Quebec
- Saskatchewan
- Yukon
- Outside of Canada (please specify)
- Prefer not to answer



Do you have anything else you would like to share about your experience with prostate cancer, the PSA test, or how you want to learn more about your health?