

## Australians' lung cancer understanding and attitudes: Summary of national survey findings

- Independent surveys conducted by PureProfile for Lung Foundation Australia in 2017 (n=1,003) and 2019 (n=1,010) examined lung cancer understanding and attitudes in nationally-representative samples of Australians. The 2019 survey came after the delivery of two Lung Foundation campaigns that same year – [Stop asking the wrong question](#) and [FFS! We're losing our patients](#) campaigns. Both campaigns had an aim to reduce lung cancer stigma in Australia.
- Several questions were the same in the two surveys. The 2019 survey also contained questions about lung cancer stigma. The survey findings suggest Australians' lung cancer attitudes improved between 2017 and 2019 and Lung Foundation efforts positively impacted attitudes of those who had seen the stigma campaigns.

### Lung cancer understanding

- In 2019, 36% of Australians believed there is a genetic/hereditary link to lung cancer. In 2017, 27% of Australians believed this.
- In 2019, 94% of Australians believed smoking causes lung cancer. In 2017, 89% of Australians believed this.

### Lung cancer attitudes

- In 2019, 8% of Australians believed those living with lung cancer to be their own worst enemy. In 2017, 21% believed this.
- In 2019, 6% of Australians believed those living with lung cancer had only themselves to blame. In 2017, 14% believed this.
- In 2019, 29% of Australians would first ask someone with lung cancer if they were a smoker. In 2017, 40% of Australians would first ask this. This data came from an open-text response question.

### Lung cancer stigma

- In 2019, 44% of Australians believed there is a stigma that surrounds lung cancer.
- In 2019, 9% of Australians had seen or heard anything from Lung Foundation Australia, over the previous two years, on the need to lessen the stigma of lung cancer. Of these, 54% (5% of Australians), had changed their views because of LFA's efforts and felt more empathy towards those living with lung cancer.
- In 2019, 58% of Australians believed more needs to be done to eradicate the stigma of lung cancer.

*Financial support for the surveys was provided by pharmaceutical company AstraZeneca Australia.*