



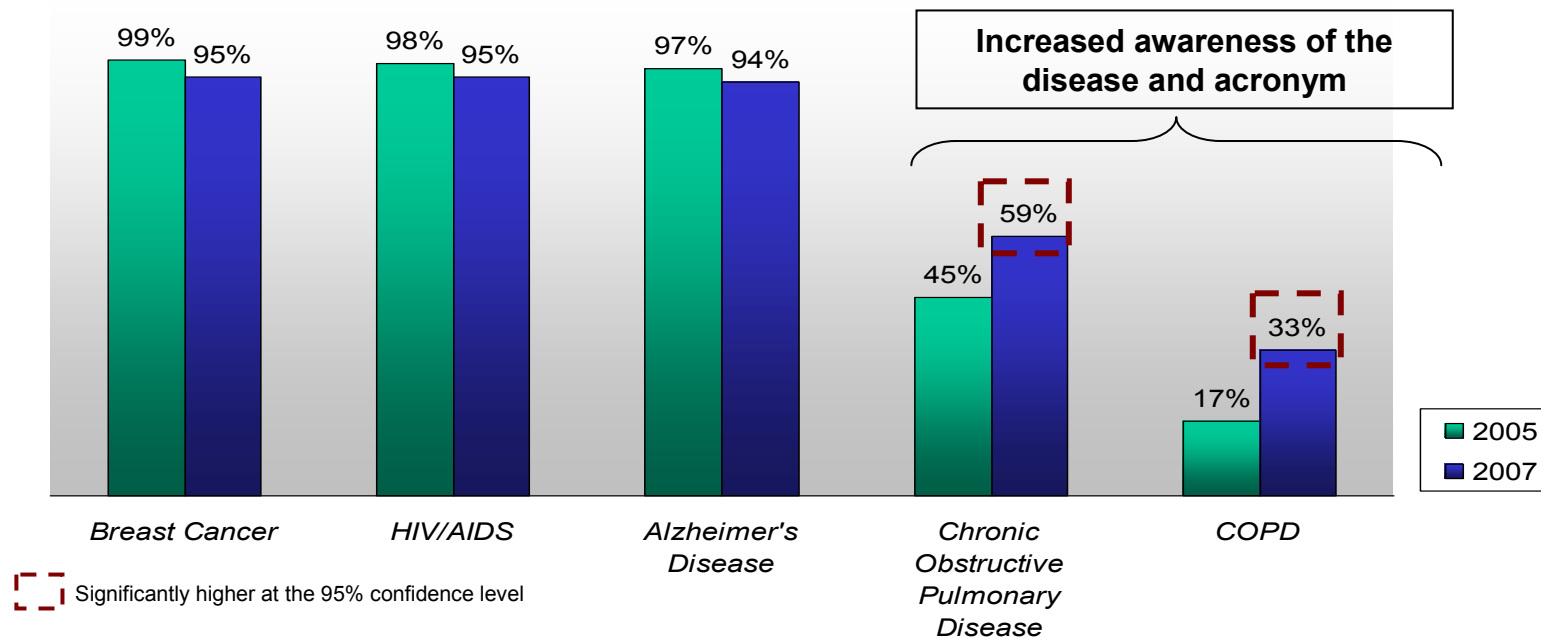
COPD and Smoking

Main Survey Findings

- As many as 3 million Canadians may have COPD – double previous estimates
- COPD is prevalent among younger Canadian boomers – one in seven Canadians aged 45 – 49 may have COPD
- 1.5 million Canadians say they are diagnosed with this potentially devastating lung disease
- 1.6 million Canadians may have COPD based on the Lung Health Test and are undiagnosed

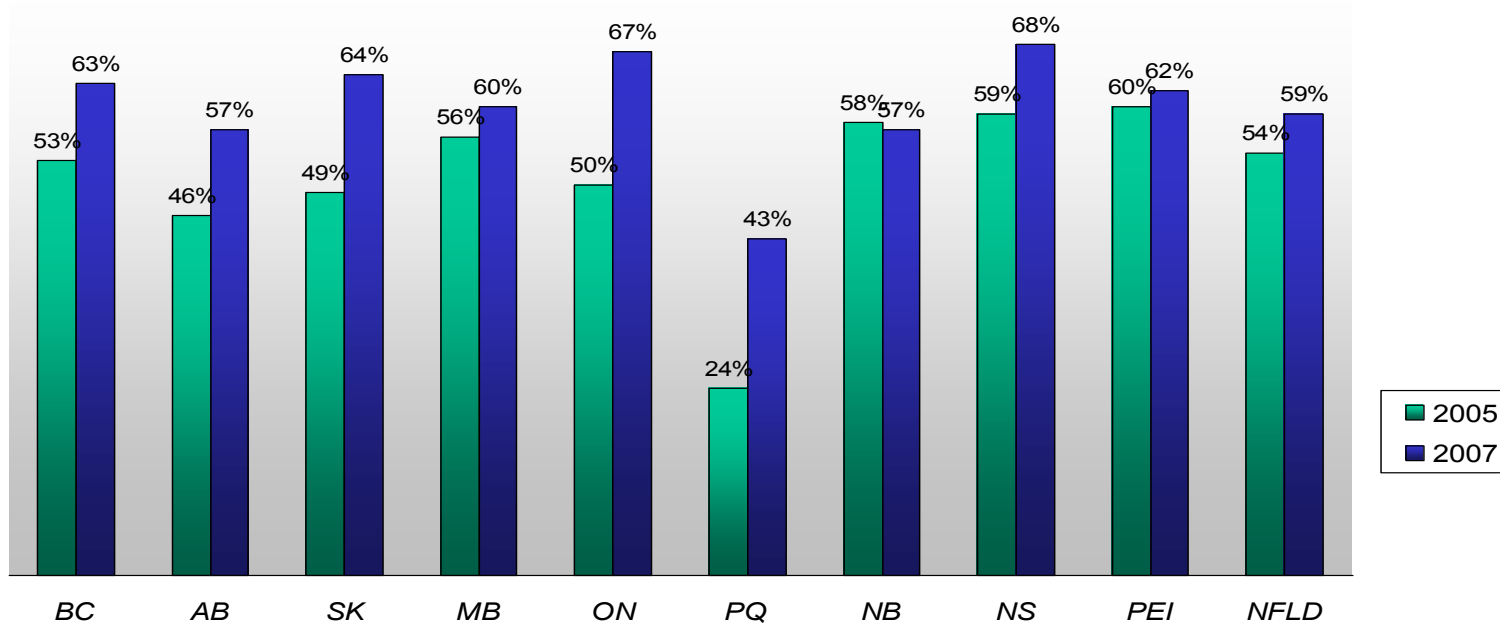
Awareness of COPD has increased

- Since 2005 there has been a significant *increase* in awareness of Chronic Obstructive Pulmonary Disease and the acronym, COPD; about two thirds of Canadians have now heard of Chronic Obstructive Pulmonary Disease and one third are aware of the acronym.



Awareness by Province 2005~2007

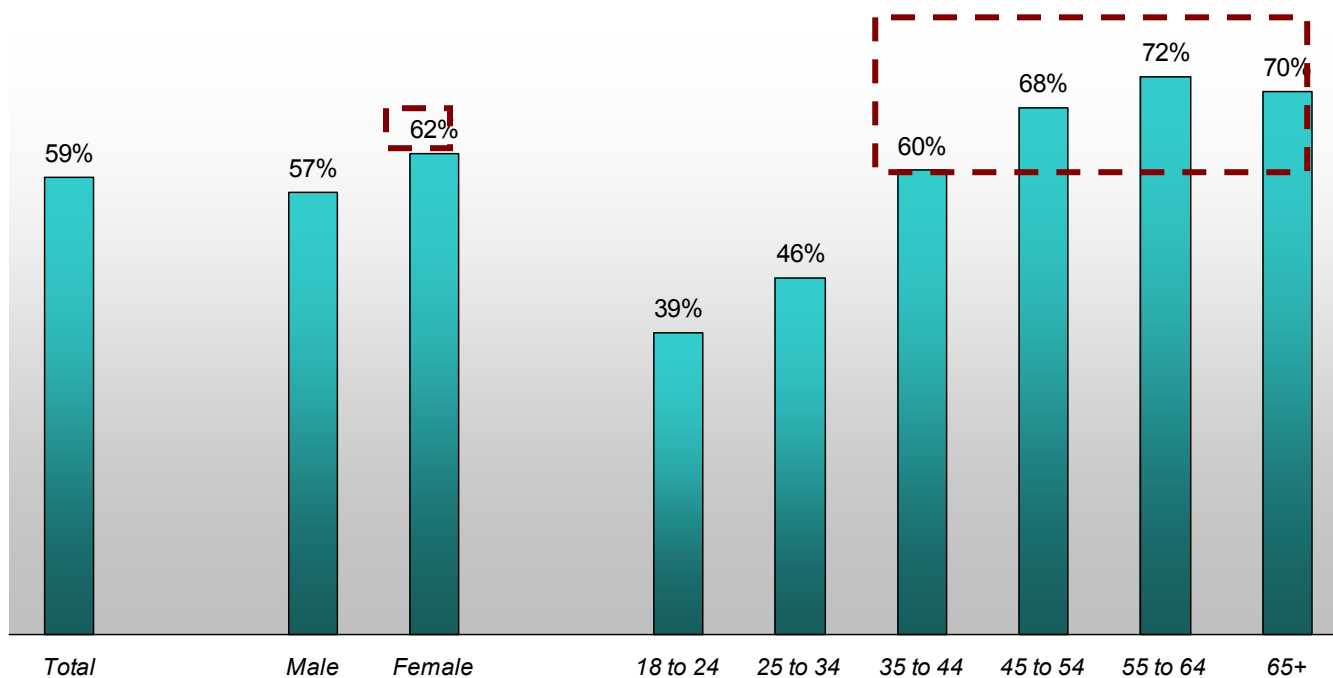
- While awareness of Chronic Obstructive Pulmonary Disease in Quebec remains low compared to the rest of Canada, it has increased significantly since 2005.
- Awareness has increased significantly in all provinces except New Brunswick and PEI.




Note: All French-speaking Canadians were asked about “maladie pulmonaire obstructive chronique”.

Awareness by Gender & Age

- Awareness of Chronic Obstructive Pulmonary Disease is higher among women than men and is higher among age groups 35 and older than Canadians 18 to 34.



Note: All French-speaking Canadians were asked about "maladie pulmonaire obstructive chronique".

 Significantly higher at the 95% confidence level

Summary of Segments

COPD Diagnosed Segment

- 6% (1.5 million) of Canadians 18 years or older have Chronic Obstructive Pulmonary Disease/COPD, chronic bronchitis and/or emphysema. Group is defined as: 18+ and diagnosed with COPD (or any of the other terms.)

May Have COPD Segment

- 10% (1.6 million) of Canadians 40 years or older may currently have COPD based on a standardized lung health test. Group is defined as: 40 years of age or older, currently smoking or have smoked in the past, and answered 'yes' to one or more of the Lung Test questions.

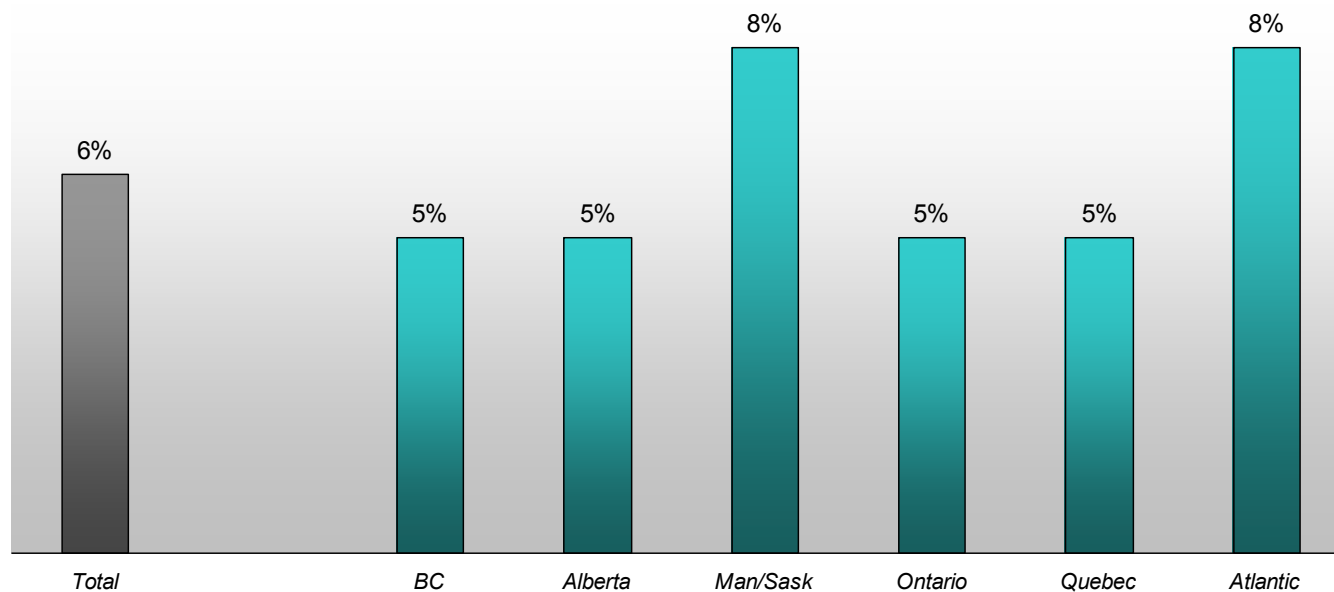
At Risk Segment

- 19% (4.9 million) Canadians 18+ are at risk of developing COPD. Group is defined as: 18+ and currently smoke.

Please note: The COPD Diagnosed Segment and the May Have COPD Segments are mutually exclusive, however, some current smokers (At Risk Segment) may qualify to be included in the May Have COPD Segment depending on their age and responses to the Lung Test questions.

COPD Diagnosed ~ Regional Distribution

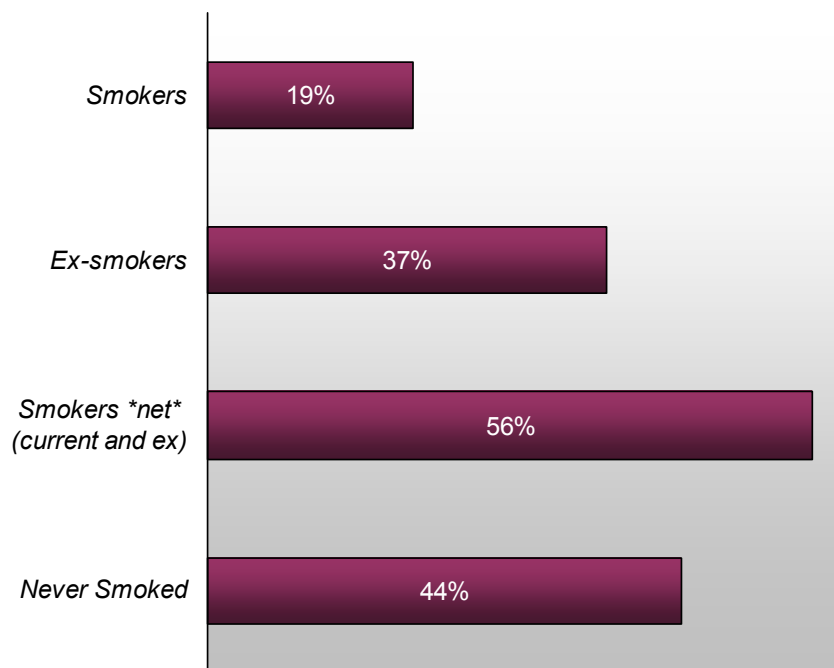
- 1.5 million or 6% of Canadians 18 years or older said they have been diagnosed with Chronic Obstructive Pulmonary Disease/COPD, chronic bronchitis and/or emphysema.



COPD Segment: Canadians 18 years or older that report having been diagnosed with Chronic Obstructive Pulmonary Disease/COPD, chronic bronchitis and/or emphysema.

Half of Canadians are either currently smoking or have smoked in the past

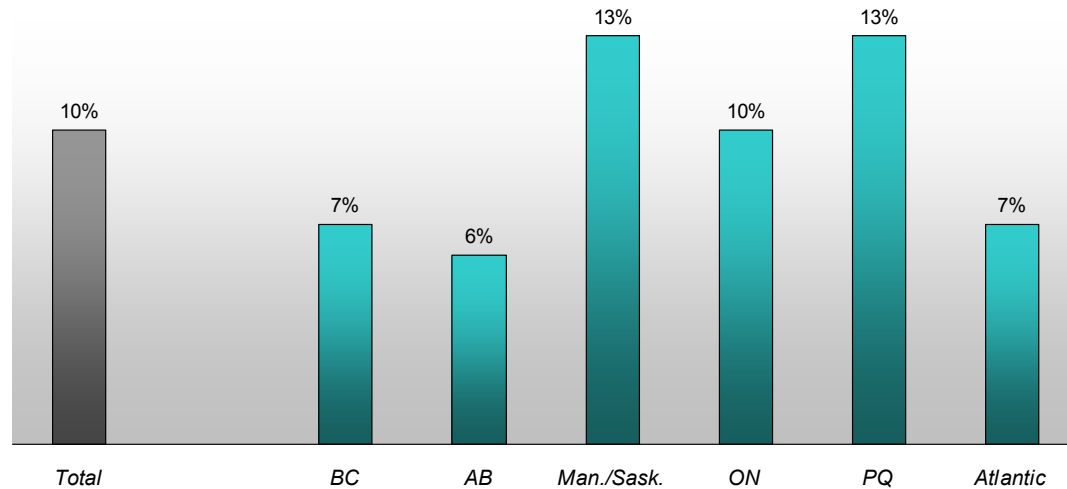
- **Fifty-six** per cent of the Canadian population are either current or ex-smokers
- One in five Canadians are currently smoking while one third classify themselves as ex-smokers.
- Current smokers are at risk for developing COPD.
- Less than half of all Canadians 18+ said they have never smoked.



1 in 10 Canadians over 40 may have COPD and should be screened

- The segment of Canadians who may have COPD is defined as: 40 years of age or older, currently smoking or have smoked in the past, answered 'yes' to one or more of the Lung Test questions.

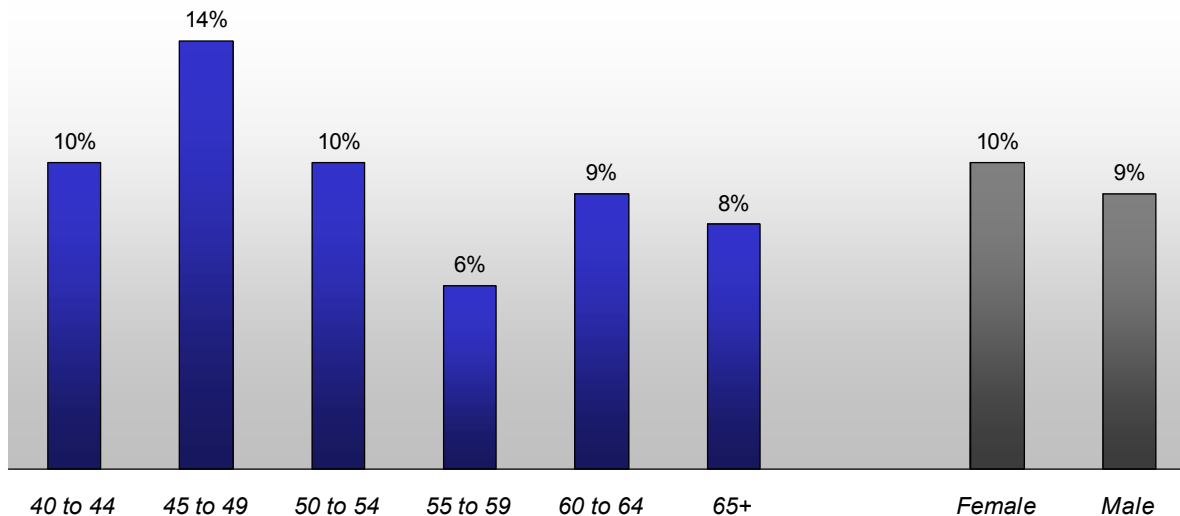
10% Canadians
40 Years or
Older May Have
COPD and
are
undiagnosed



May Have COPD Segment: 40 years of age or older, currently smoking or have smoked in the past, and answered 'yes' to one or more of the Lung Test questions.

One in six Canadians 45 to 49 years may have COPD and should be screened

•The segment of Canadians who may have COPD is defined as: 40 years of age or older, currently smoking or have smoked in the past, answered 'yes' to one or more of the Lung Test questions.

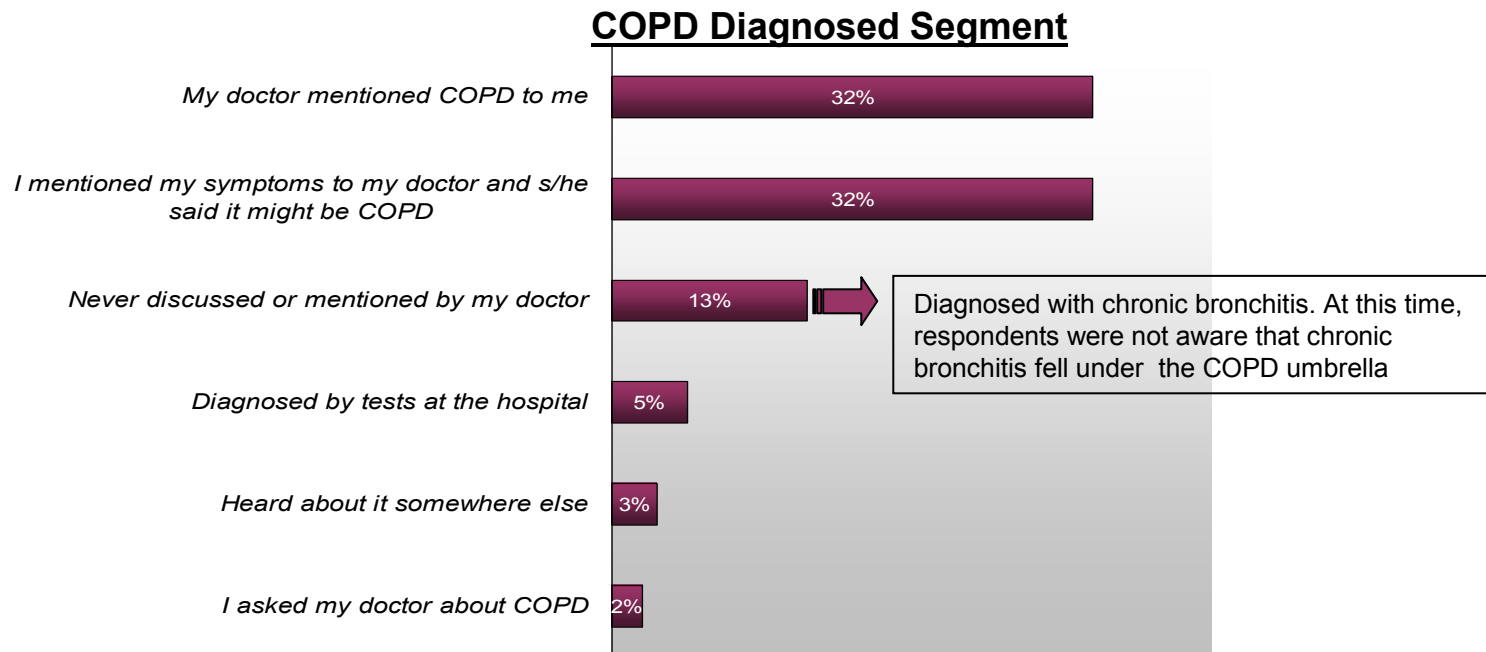


•One in six Canadians aged 45 to 49 may have COPD
•Slightly more woman than men may currently have COPD

May Have COPD Segment: 40 years of age or older, currently smoking or have smoked in the past, and answered 'yes' to one or more of the Lung Test questions.

One third patients said the topic of COPD first came up when they mentioned their symptoms

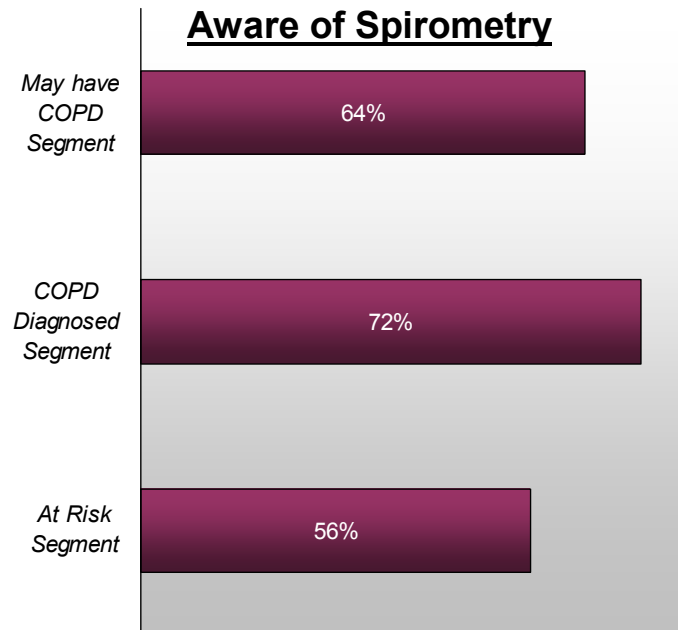
- Doctors of one third of COPD diagnosed Canadians brought up the subject of the condition.
- One in ten of those currently suffering from COPD said their doctor never mentioned or discussed it with them.



Q.16a How did the topic of COPD first come up with your doctor? COPD Diagnosed Segment (current and ex-smokers): n=97

Only half of those At Risk of COPD have heard of spirometry

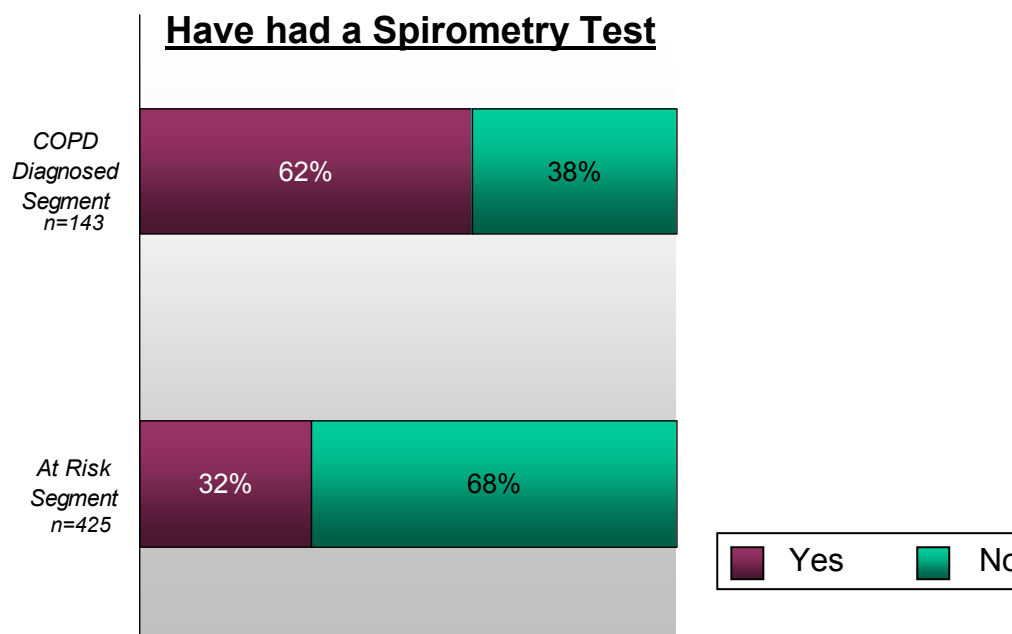
- Among those who may have COPD, six in ten have heard of spirometry.
- Half of Canadians At Risk have heard of a spirometry test.



Q.14a Have you ever heard of a spirometry test? Various segments and base sizes.

68 per cent of Canadians At Risk for COPD have never had a spirometry test

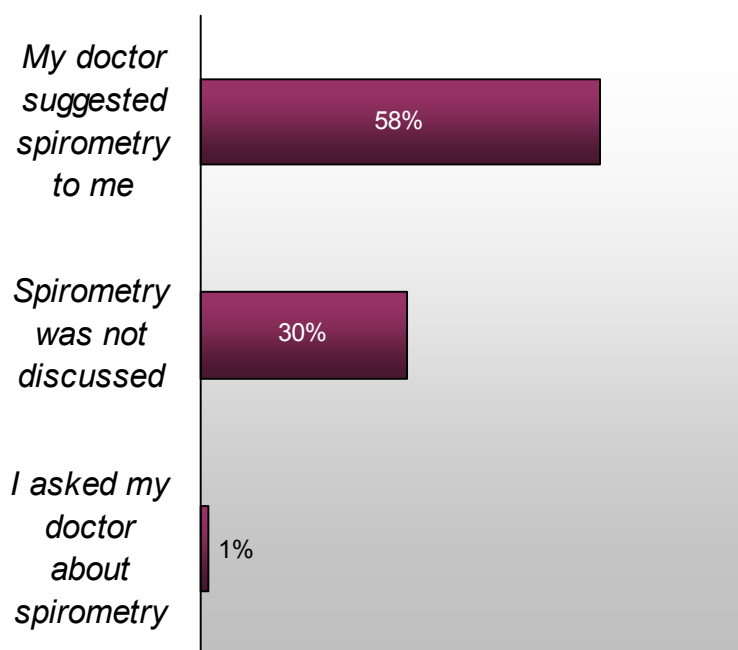
- Two thirds of Canadians who may be At Risk for developing COPD have never had a spirometry test.
- Among the COPD Diagnosed Segment, almost four in ten have never had a spirometry test.



Q.14b Have you ever had a spirometry test? Various segments and base sizes.

Six in ten of those diagnosed with COPD said their doctors suggested a Spirometry test

Spirometry Discussion Among COPD Diagnosed Segment

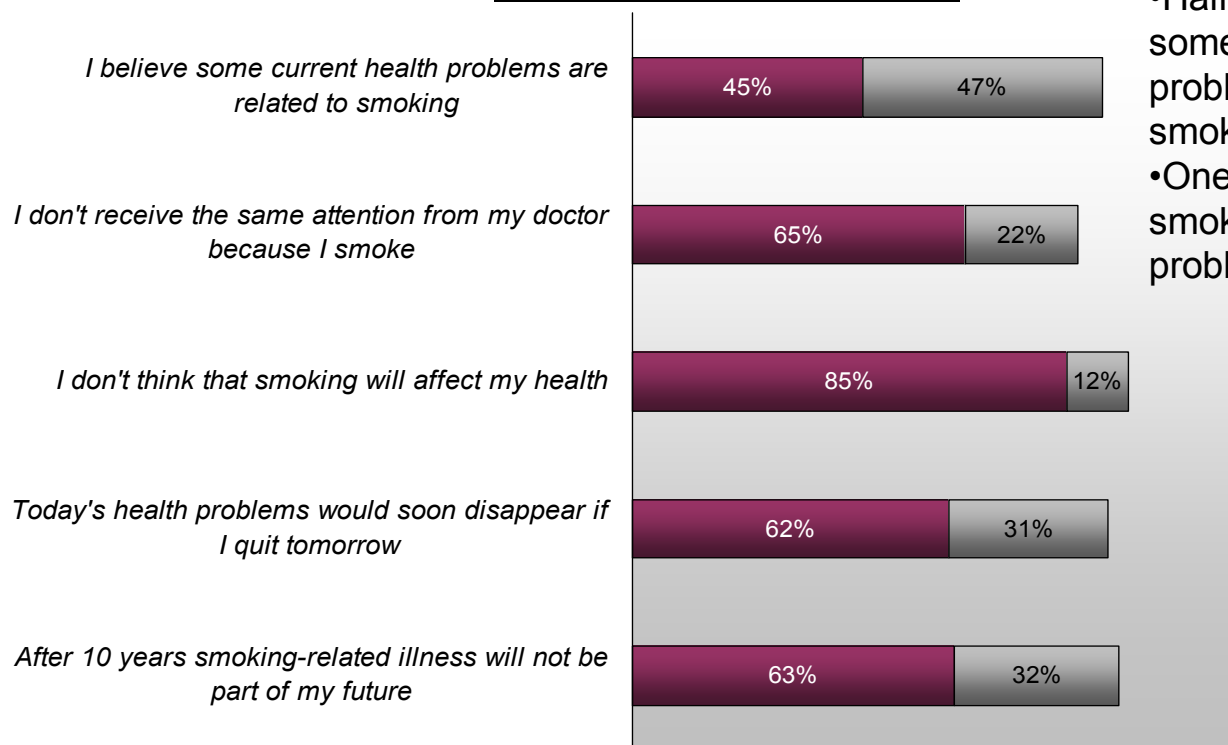


- Six in ten of those diagnosed with COPD said their doctor suggested a spirometry test.
- One third admitted that a spirometry test was not discussed by the doctor.

Q.16b Did you ask your doctor about spirometry or did your doctor suggest to you that you take as spirometry test?
COPD Diagnosed Segment (current and ex-smokers): n=97

One third of Smokers believe smoking-related illnesses will not be part of their future after 10 smoke-free years

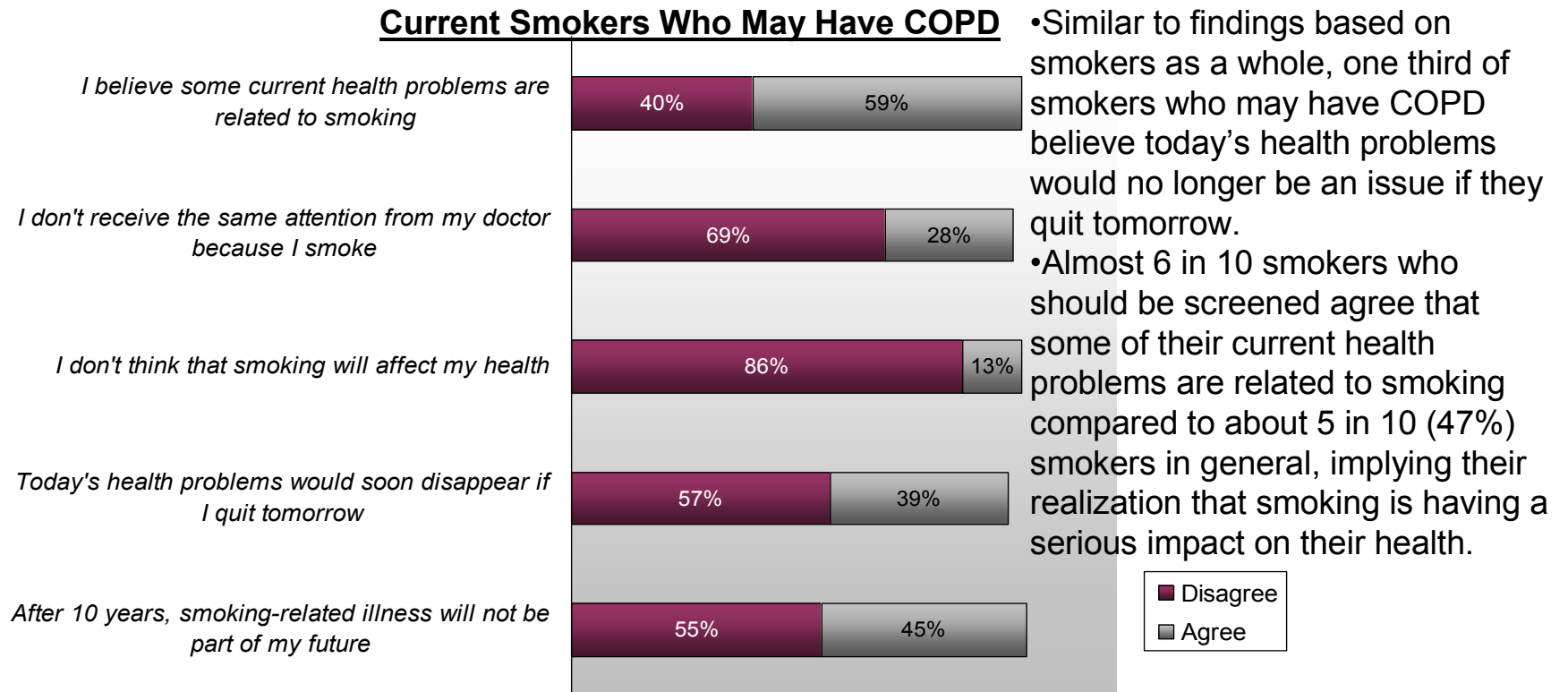
Current Smokers (At Risk)



- Half of smokers acknowledge some of their current health problems may be caused by smoking.
- One third believe that if they quit smoking today their current health problems would be gone tomorrow.

Q.7b How much do you agree or disagree with the following statements? Current smokers: n=425

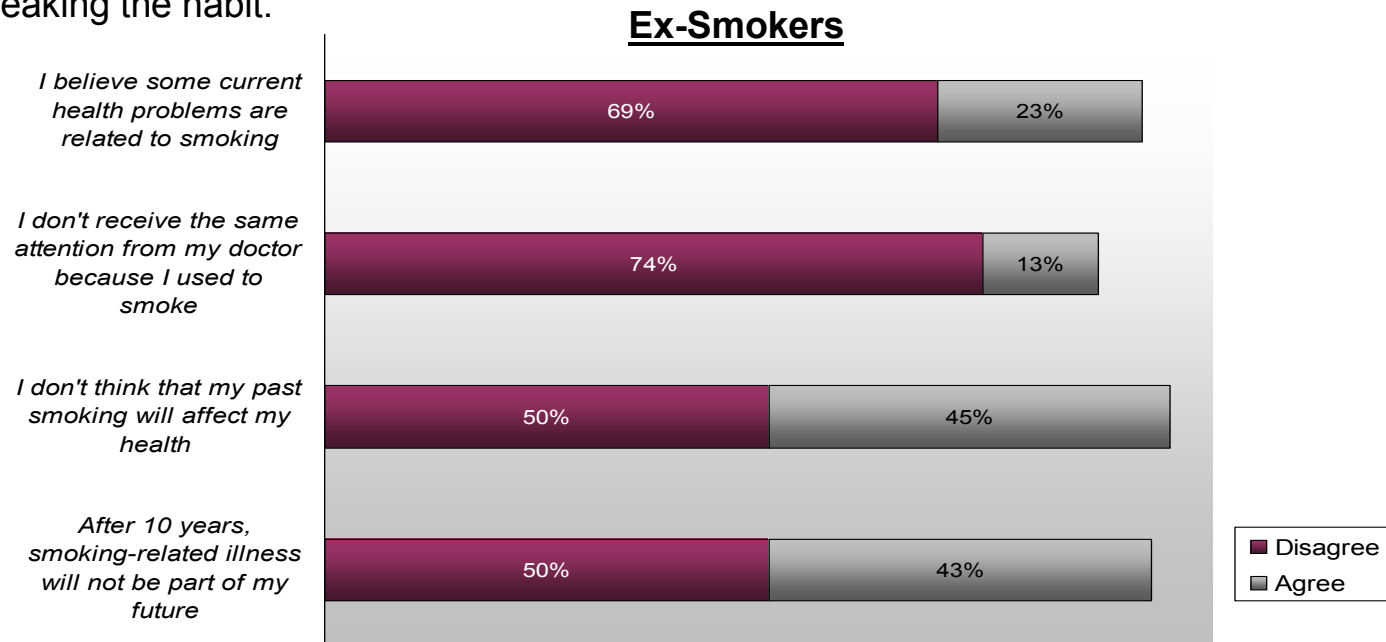
Two thirds of smokers who may have COPD believe that their current health problems are related to smoking



Q.7b How much do you agree or disagree with the following statements? Current smokers who may have COPD: n=67

About half of ex-smokers believe their past smoking behaviour will not impact their health in the future

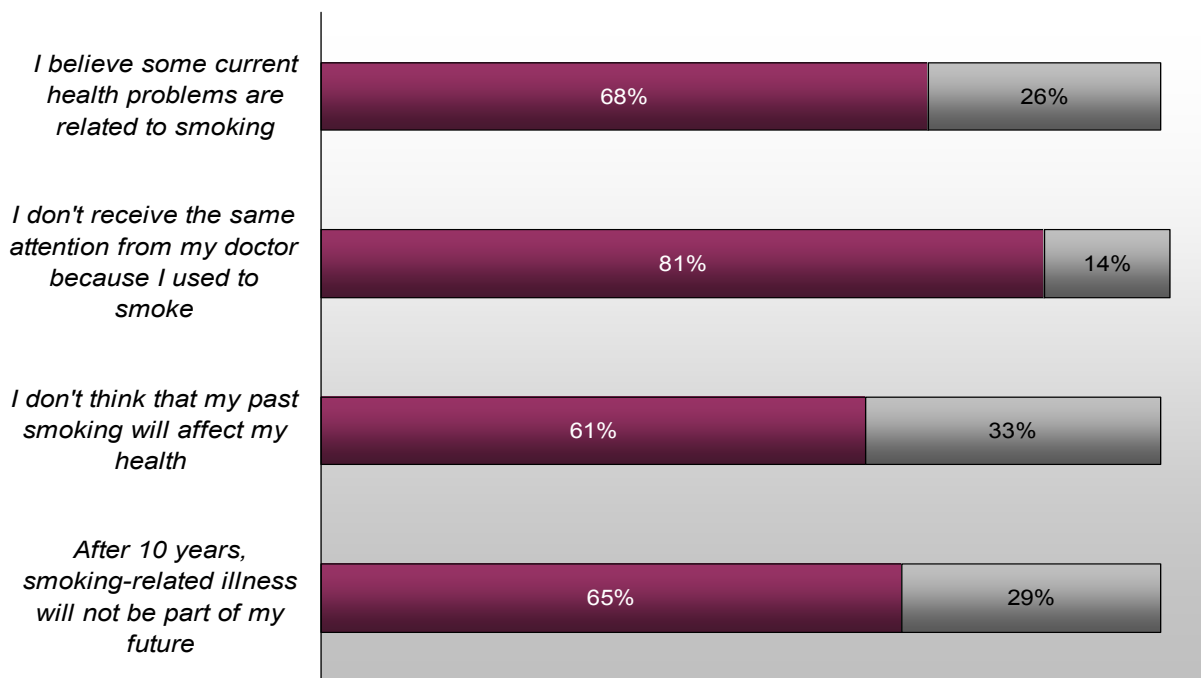
- About half of ex-smokers in Canada said the fact that they smoked in the past does not impact their current health.
- About the same proportion believe smoking-related illness will not affect them after 10 years of breaking the habit.



Q.7b How much do you agree or disagree with the following statements? Ex-smokers: n=843

Two thirds of ex-smokers who may have COPD do not believe current health problems are related to smoking

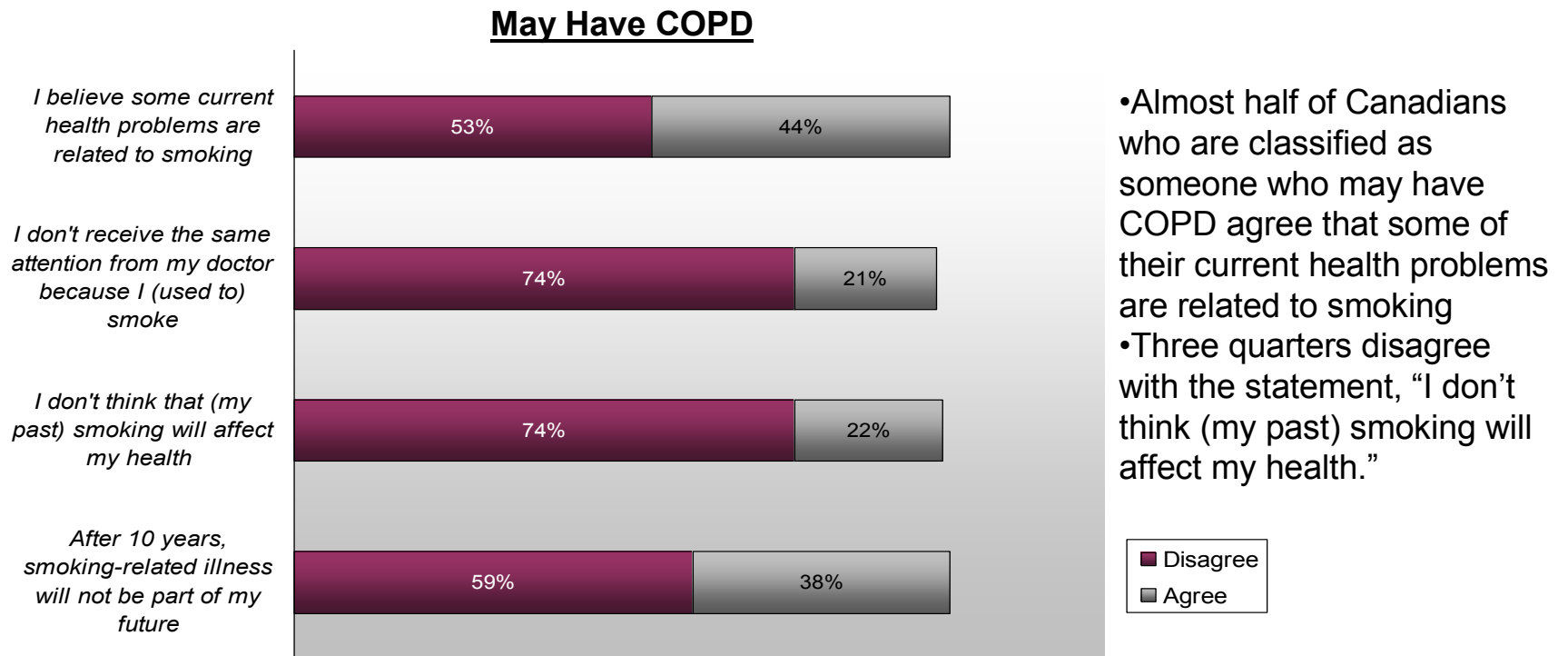
Ex-Smokers at Who May Have COPD



- About one third of ex-smokers who may have COPD, do not believe that their past smoking will affect their health.
- Fewer ex-smokers who should be screened than ex-smokers in general agree that their past smoking behaviour will not affect their present or future health. Presumably, they have already started to experience the impact smoking in the past has had on their current wellbeing.

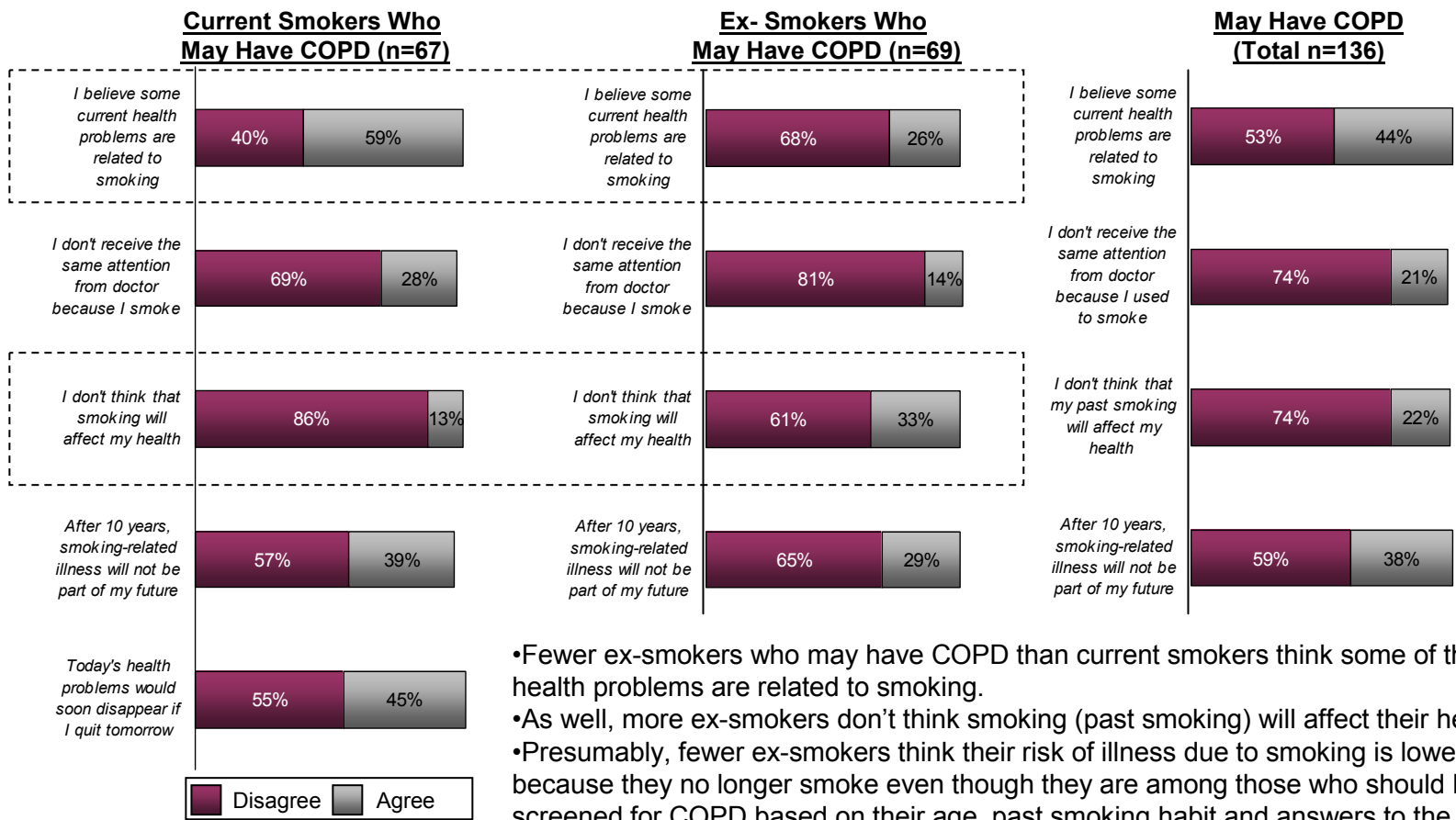
Q.7b How much do you agree or disagree with the following statements? Ex-smokers who may have COPD: n=69

Almost half of Canadians who may have COPD think current health problems are related to smoking



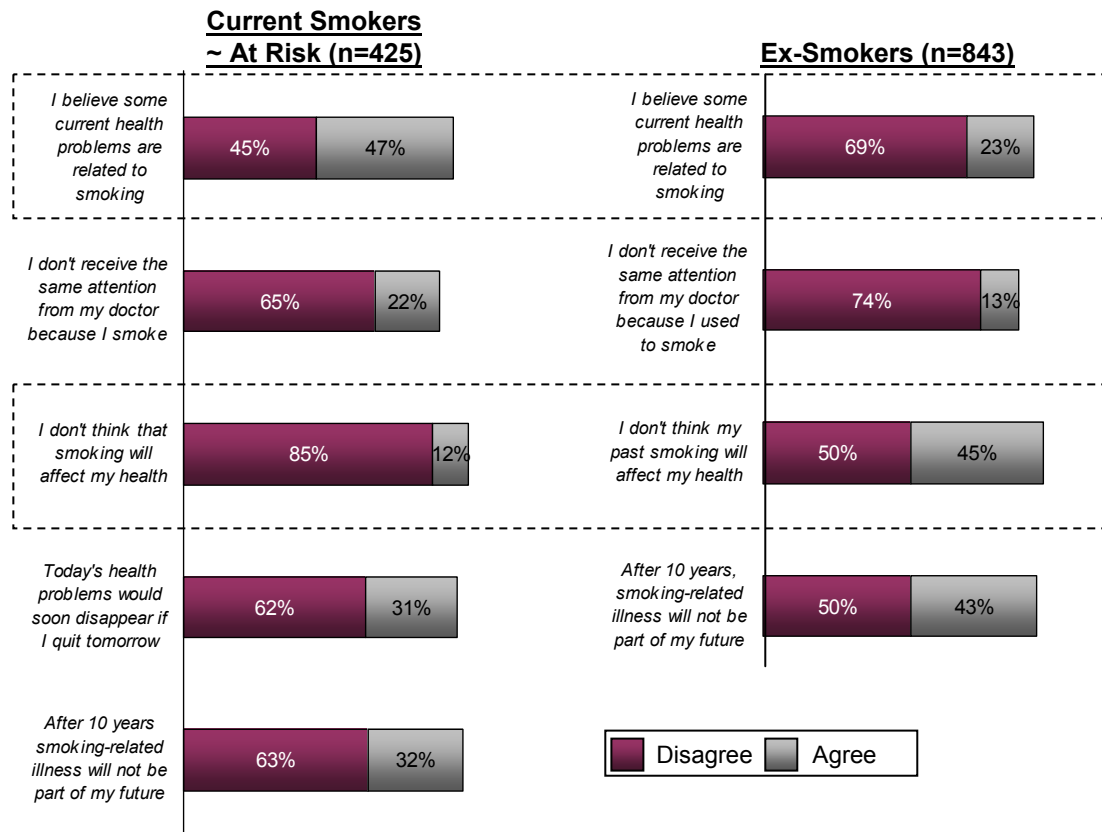
Q.7a/b How much do you agree or disagree with the following statements? May have COPD Segment: n=136

Summary ~ May Have COPD Segment



- Fewer ex-smokers who may have COPD than current smokers think some of their health problems are related to smoking.
- As well, more ex-smokers don't think smoking (past smoking) will affect their health.
- Presumably, fewer ex-smokers think their risk of illness due to smoking is lower because they no longer smoke even though they are among those who should be screened for COPD based on their age, past smoking habit and answers to the Lung Test.

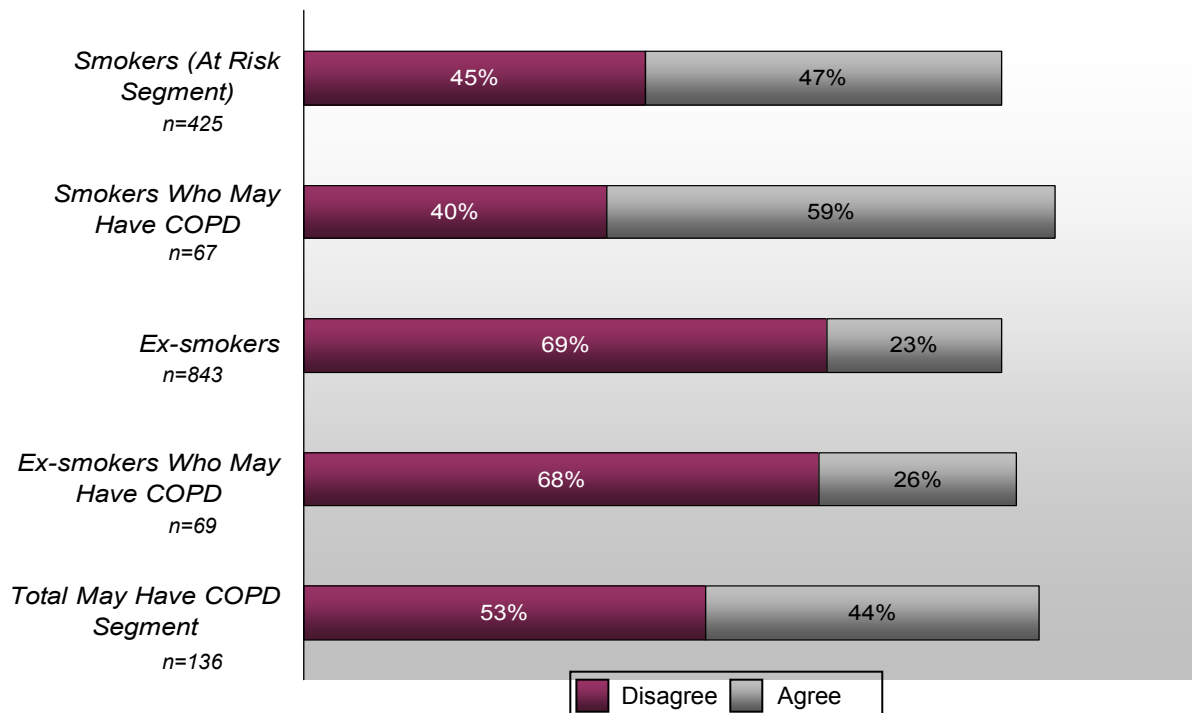
Summary ~ Current Smokers vs. Ex-smokers



- One quarter ex-smokers compared to half of smokers said some of their current health problems are related to smoking. More smokers are aware of the negative impact smoking is having on their health.
- The majority of smokers think smoking will affect their health compared to half of ex-smokers. Again, ex-smokers think they have been absolved of the health problems related to smoking.

I believe some of my current health problems are related to smoking

Smokers recognize some health problems are related to smoking

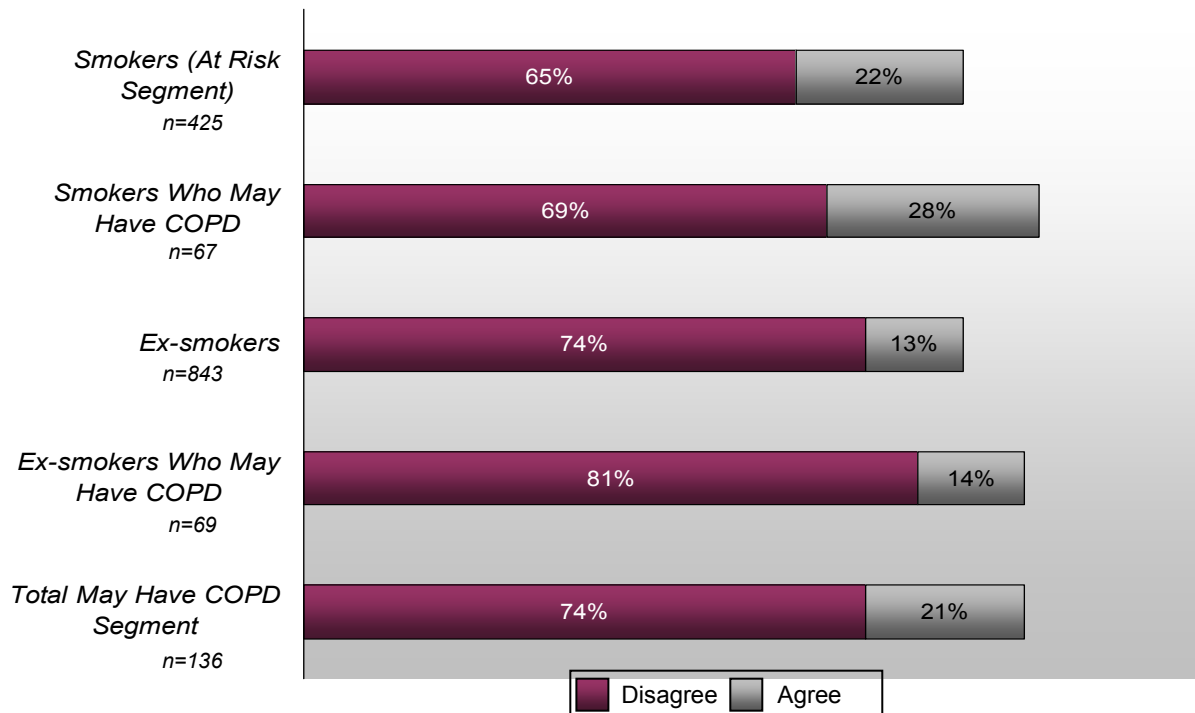


• In general current smokers are more likely than ex-smokers to say some of their current health problems are related to smoking.

Q.7a/b How much do you agree or disagree with the following statement?

I don't receive the same amount of attention/concern from my doctor because I (used to) smoke

Doctors are more attentive to ex-smokers

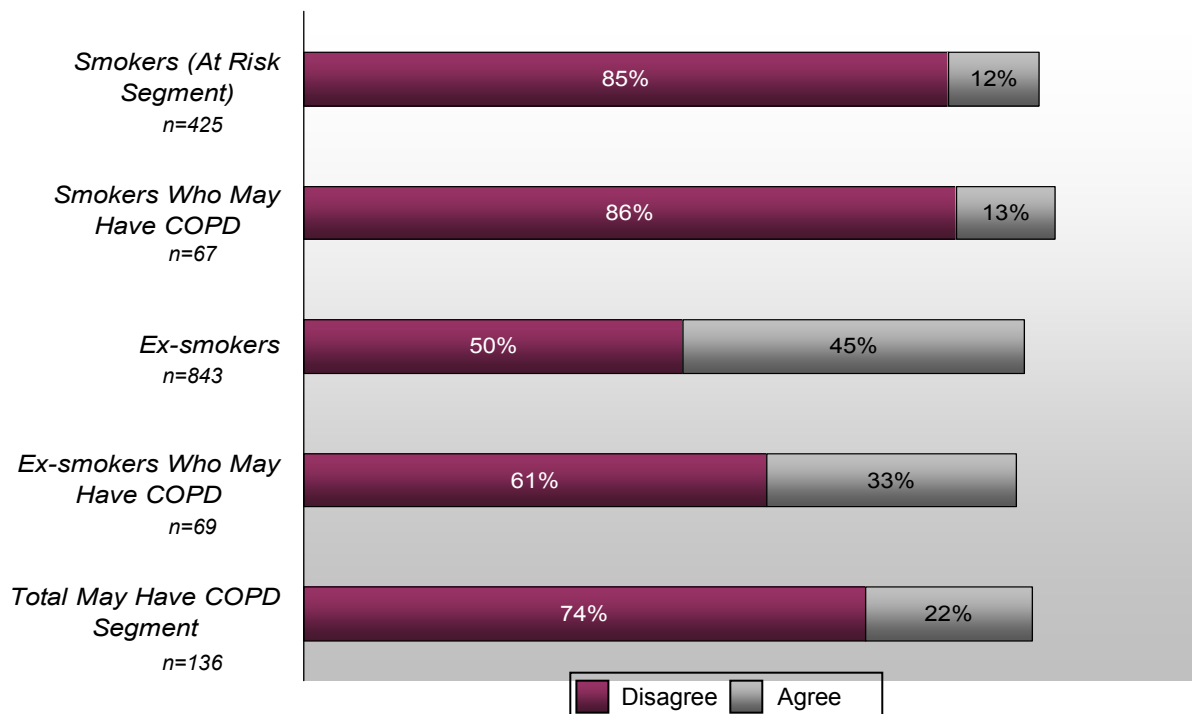


•Smokers are more apt to say they do not receive the same amount of concern from their doctors than ex-smokers. Obviously doctors want their patients to be non-smokers and perhaps give more attention to those who have quit.

Q.7a/b How much do you agree or disagree with the following statement?

I don't think (my past) smoking will affect my health

Half of ex-smokers acknowledge the effects of smoking on one's health

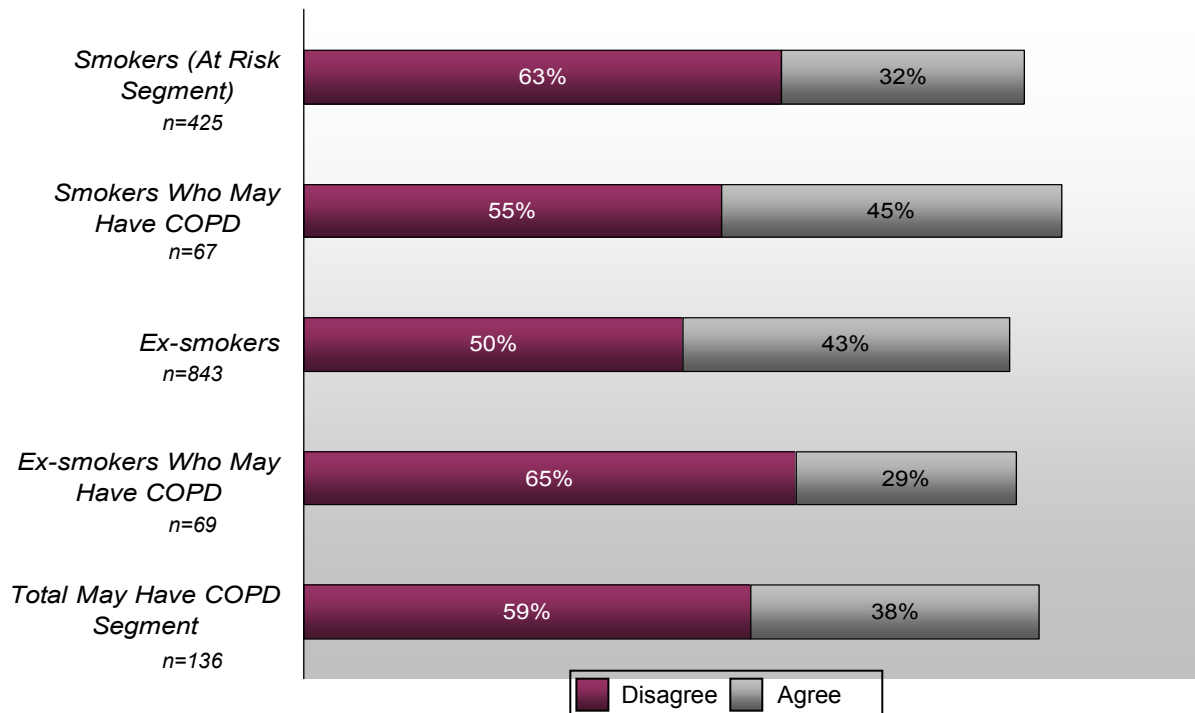


•Fewer ex-smokers who should be screened than ex-smokers in general agree that their past smoking behaviour will not affect their present or future health. Presumably, they have already started to experience the impact smoking in the past has had on their current wellbeing.

Q.7a/b How much do you agree or disagree with the following statements?

After about 10 years of not smoking, I would no longer need to worry about smoking-related illnesses

Smokers who may have COPD aren't as likely as ex-smokers who may have COPD to acknowledge the possibility of future health problems

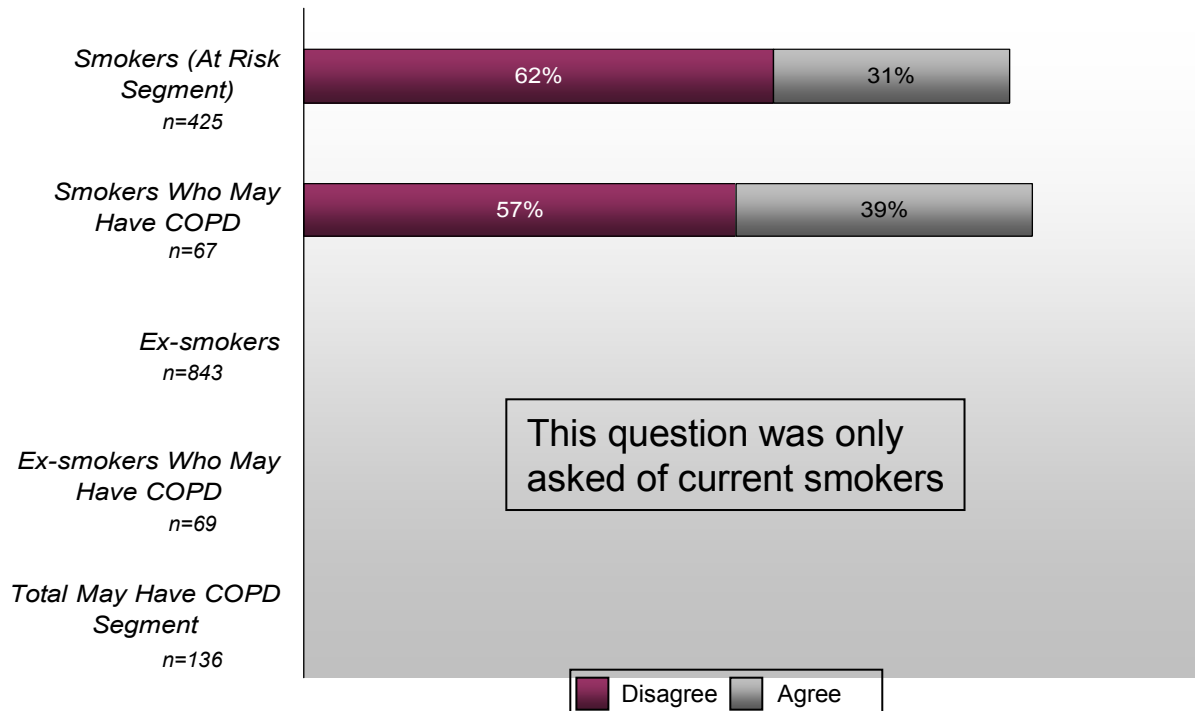


•Two thirds of ex-smokers who should be screened for COPD disagree with the notion they would no longer need to worry about smoking-related illness after 10 years of not smoking, while only half of smokers who may already have COPD feel the same way.

Q.7a/b How much do you agree or disagree with the following statements?

Any health problems I have today due to smoking would soon disappear if I quit tomorrow

One third of smokers think their health problems will disappear as soon as they quit



•About six in ten smokers know that quitting tomorrow does not guarantee an immediate clean bill of health.

Q.7a/b How much do you agree or disagree with the following statements?

Methodology

- Interviewing
- Leger Marketing conducted this study via 1,500 online surveys and 500 telephone interviews.
- The online surveys were completed by Canadians 18 years of age or older and the telephone version was completed only by Canadians 40 years of age or older.
- In addition to the online and telephone surveys indicated, a representative sample of 1,500 Canadians were asked the awareness question using OmniCan (telephone omnibus).
- Respondent Qualification
- A random selection was achieved by inviting male and female respondents to complete the survey. A total of 2196 interviews were completed. The margin of error for a sample of this size is +/-2.1%, 19 times out of 20.

Methodology

Regional Breakdown

	Sample Size	Margin of Error at the 95% confidence level
Total (Canada)	2196	±2.1%
British Columbia	207	±6.8%
Alberta	185	±7.2%
Manitoba / Saskatchewan	314	±5.5%
Ontario	569	±4.1%
Quebec	523	±4.3%
Maritimes	398	±4.3%

Quality Control

- Leger Marketing's experience and expertise in public opinion and market research extend to the quality and standards of every research project. Detailed verification and validation procedures at each stage of the process ensure data accuracy.

Task Force Members

Dr. Anna Day (University of Toronto)

Director - Gender, Asthma & COPD Program

Gisele Pereira (CRHP rep)

University of Manitoba - Department of Physiotherapy

Dr. Alan Kaplan (Family Physicians Airways Group of Canada)

York Central Hospital

Dr. Anthony D'Urzo (Canadian COPD Alliance)

Primary Care Lung Clinic

Sandra Athron RRT, BHSc (Chronic Disease Working Group CLA)

Director of Health Initiatives

New Brunswick Lung Association

Kelly Ablog Morant (Chronic Disease Working Group CLA)

Director of Health Initiatives - British Columbia Lung Association

Louis Brisson - (Operations Working Group, CLA)

Executive Director - Quebec Lung Association

Dr. Michel Rouleau - (CTS Representative)

Mary Pat Shaw

Vice-President, National Programs and Operations

The Canadian Lung Association

Vicki Bryanton

Project Coordinator

Vicki Bryanton - Practical Solutions

Debbie Smith

Program Coordinator, BreathWorks and Health Initiatives

The Lung Association

Kate Morrison

Account Director, Healthcare

Fleishman-Hillard Canada

Charles Muggeridge

Senior Vice President

Fleishman-Hillard Canada