

Canada's 2008 Survey Highlights

The 2008 Lung Association COPD research shows that 1.5 million Canadians say they have COPD, Canada's fourth leading cause of death.

In addition, previous estimates have shown that up to a further 1.6 million Canadians could have the disease but remain undiagnosedⁱ

This Canadian research confirms updated COPD Clinical Guidelines and international research published in *The Lancet*, which found that "the prevalence of stage II or higher COPD was 10.1% overall."ⁱⁱ

COPD Awarenessⁱⁱⁱ

- Awareness is increasing but remains too low - only 31 per cent of Canadians have heard of COPD
- Awareness of COPD falls short of other major diseases (48 per cent versus 94 per cent for Breast Cancer, 93 per cent for HIV/AIDS and 92 per cent for Alzheimer's Disease).

Diagnosed Patients

- 6 per cent (1.5 million) of Canadians adults say they have Chronic Obstructive Pulmonary Disease/COPD, chronic bronchitis and/or emphysema.ⁱⁱⁱ
- Although updated COPD guidelines require spirometry for diagnosis, over 1/3 (500,000) of diagnosed Canadians have not been properly tested.^{iv}

Understanding the Diseaseⁱⁱⁱ

- Forty-three per cent of Canadians do not know that you can die from COPD
- Conversely, Canadians are well aware that you can die from other chronic conditions such as HIV/AIDS (91%), Breast Cancer (89%) and Cardiovascular disease (89%)

Impact of the Diseaseⁱⁱⁱ

- Over half of those with COPD say that the condition interferes with their sleep (59%) and/or day-to-day activities (53%)
- For some, COPD affects their relationships with friends and family (28% and 27% respectively) and their ability to work (26%)

About the research

- This research was conducted by Leger Marketing among 1,511 Canadians 18 years of age or older, between August 27 to September 2, 2008.
- The margin of error for a sample of this size is +/-2.5%, 19 times out of 20.
- 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.
- Interviews conducted by region:

| | Interviews Conducted |
|-----------------------|----------------------|
| Total (Canada) | 1511 |
| British Columbia | 151 |
| Alberta | 128 |
| Manitoba/Saskatchewan | 125 |
| Ontario | 602 |
| Quebec | 403 |
| Maritimes | 102 |

i In 2007, Undiagnosed COPD patients were identified according to standardized disease predictors endorsed by Canadian physicians and the Lung Association known as the Lung Health Test, available at <http://www.lung.ca/diseases-maladies/copd-mpoc/breathworks-actionair/test.html>

ii Buist, Sonia A. et al. International variation in the prevalence of COPD (The BOLD Study): a population-based prevalence study. *Lancet* 2007; 370: 741-50.

iii 2008 Leger Marketing research – consumer poll

iv DE O'Donnell, S Aaron, J Bourbeau, et al. Canadian Thoracic Society recommendations for management of chronic obstructive pulmonary disease – 2007 update. *Can Respir J* 2007;14(Suppl B):5B-32B.