Here’s what the survey told us:

About one quarter of Canadians (26%) are not aware or don’t know that spending more time in the sun increases their risk of melanoma.

Only half of respondents (51%) say they are knowledgeable about melanoma.

Canadians who claim to be knowledgeable about melanoma are significantly more likely to believe that they are at risk of melanoma (48% vs. 24%) of those who say they are not knowledgeable.

More than half of Canadians (55%) either don’t know or incorrectly identified that small amounts of sun exposure without protection can lead to melanoma.

60% of Canadians have a misconception that melanoma mainly occurs in people with fair skin. Only 39% correctly identified that melanoma can occur in all skin types.

A majority of Canadians (58%) have a misconception that treating melanoma is a simple procedure.

Two thirds of Canadians (66%) say they would want to know their mutation type if diagnosed with melanoma.

Only 15% strongly agree that knowing their mutation type could change the course of their melanoma treatment journey.

Only half of Canadians (48%) believe that melanoma is the most dangerous form of skin cancer. In the under 55 group, just over one third of the Canadians (37%) identify melanoma as the most dangerous form of skin cancer.

Knowledge is power. Help us get Canadians more informed about melanoma.

*The survey was conducted by Leger in March 2020 in collaboration with Novartis Pharmaceuticals Canada Inc. and Save Your Skin Foundation.*